

# *The American* **BAKER**

PUBLISHED FOR THE BAKERS OF AMERICA



...Associated with...  
the NORTHWESTERN  
**MILLER**

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Number 8

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# I WISH I WERE

## I WISH I MIGHT . . .



Over two years now Tom Brown has felt he couldn't risk even a short trip up to his favorite lake. Seems production problems have been mounting up and Tom figures he ought to always be on hand. But now and then Tom can't keep that fisherman's faraway look out of his eyes when he starts checking over his tackle box and equipment.

International's "Bakery-Proved" Flours can give Tom Brown and hundreds like him a new freedom from shop production problems that keep a man tied down. Always uniform, International's flours assure the production of top-quality baked goods, day in and day out . . . saves needless man-hours and wasted ingredients by eliminating uneven shop performance.

Let the International representative prove to your satisfaction that when it comes to uniformity, there's no substitute for International's full line of "Bakery-Proved" Flours.

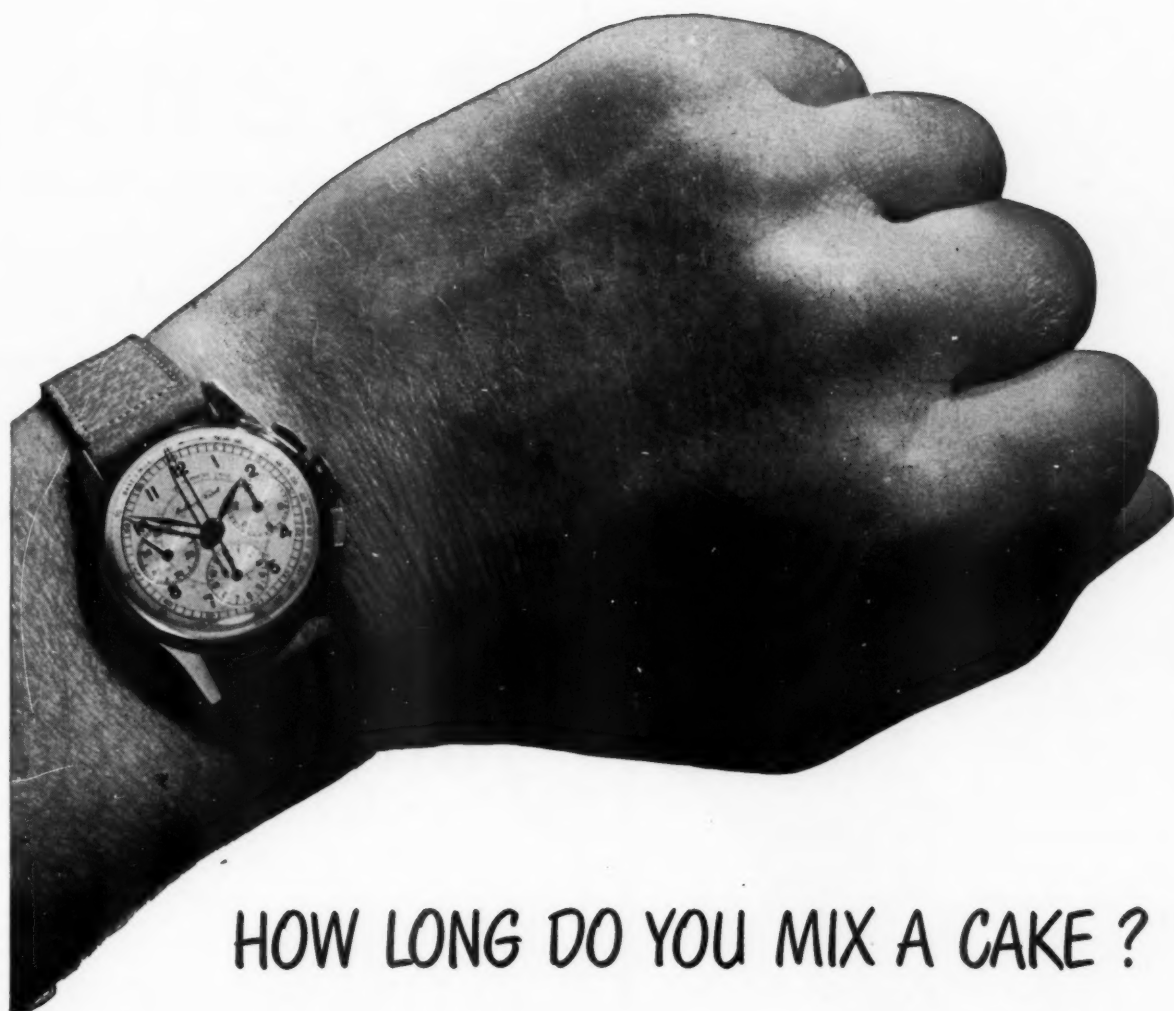


*20 Great Mills  
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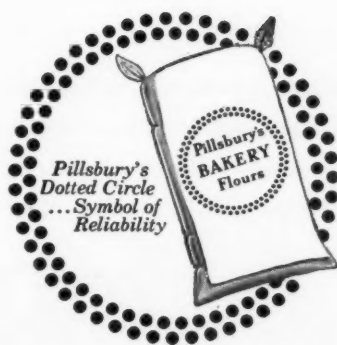
**INTERNATIONAL MILLING COMPANY**

MINNEAPOLIS 1, MINNESOTA





## HOW LONG DO YOU MIX A CAKE ?



As every cake expert knows, thorough mixing of the ingredients improves the quality of the cake—gives it greater volume, finer grain, smoother texture, better keeping quality.

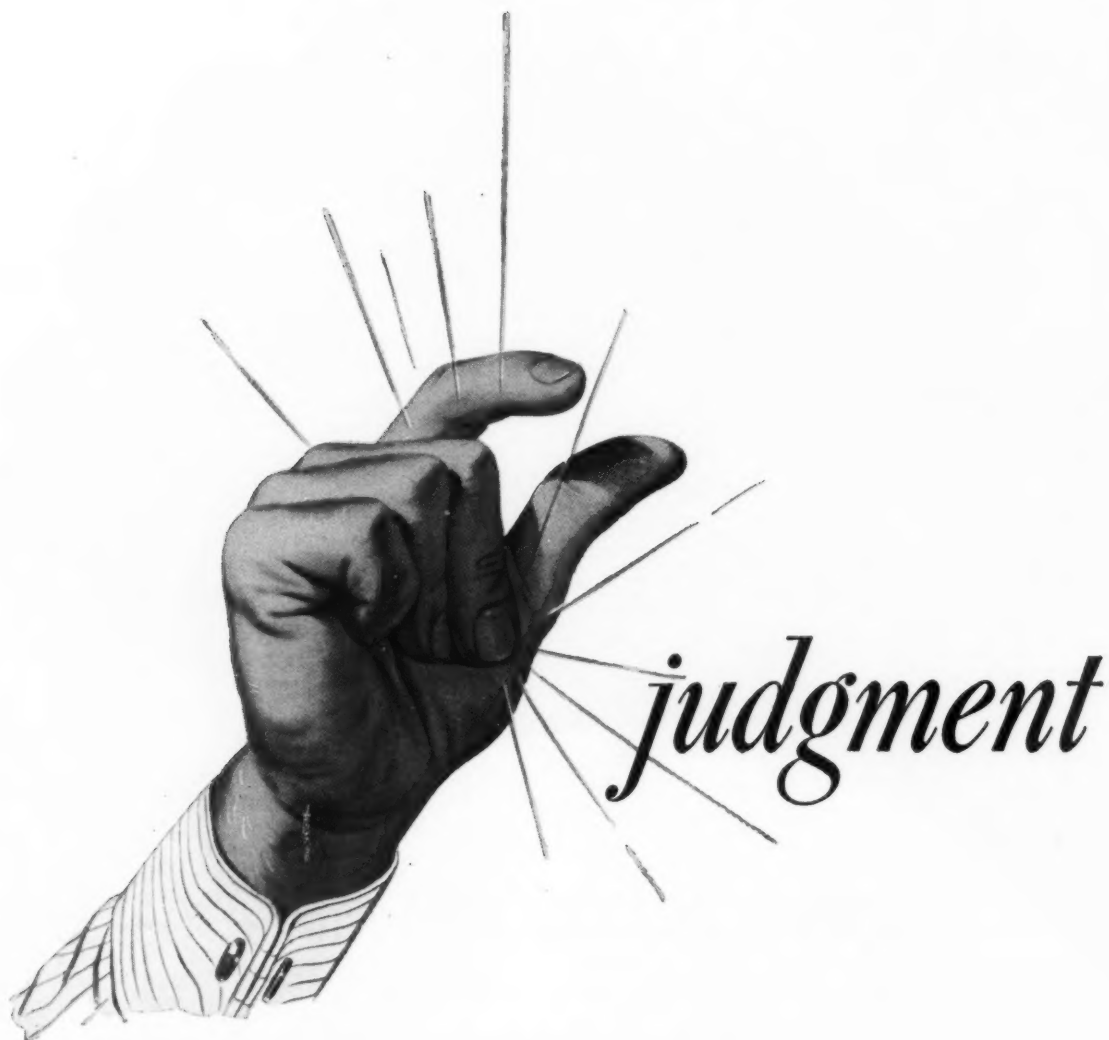
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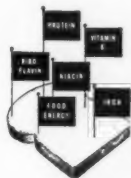
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**ROBINSON**  
MILLING COMPANY  
SALINA, KANSAS

## The American Baker

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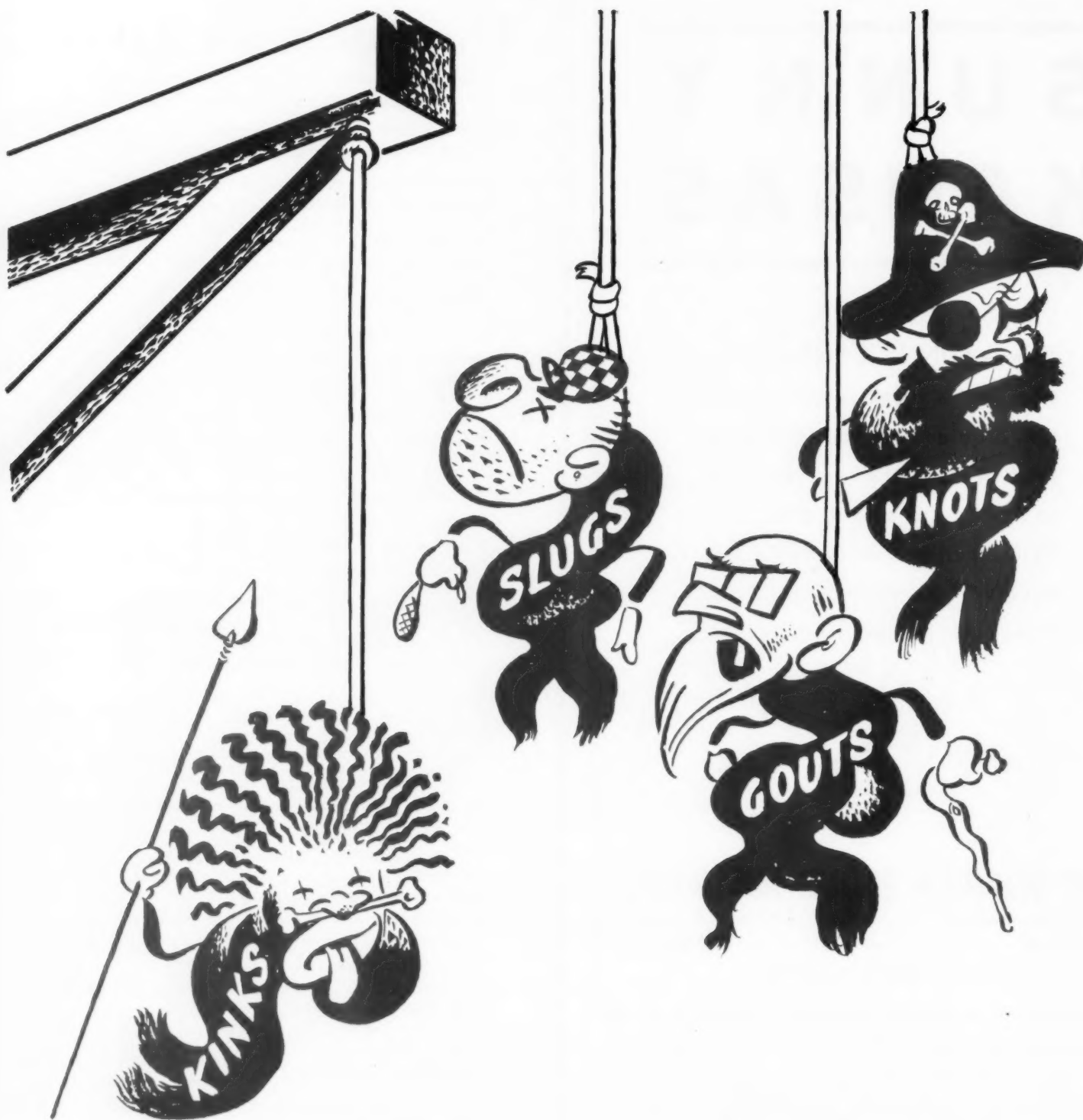
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We invite any baker to make a fair test, in his own shop and with his own formulas, of the relative bread quality and cost of KELLY'S FAMOUS at its price and any of the cheap flours offered him at their price.

*Milled exclusively from scientifically  
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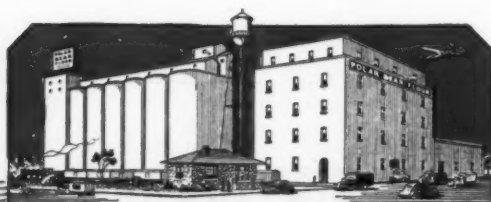


# POLAR BEAR

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POLAR BEAR will win and hold your confidence, just as it has obtained the continuing good will of many bakers who have used POLAR BEAR over the years. We know that there are flours that are cheaper than POLAR BEAR but we know of none at any price that bake more successfully or economically day after day.

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Andrew J. Hunt  
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*President*

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ARKANSAS CITY, KANSAS

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## MAPPING A WHEAT CROP

Nature can produce a wide variation in the same wheat crop. These photographs show Tom S. Boyd, assistant sales manager of the Walnut Creek Company, in two fields surveyed during a recent trip with Fred S. Zutavern, production superintendent. The field at the left will produce fine wheat. The one below is an abject failure. Each year before harvest, as part of our "grass roots" wheat selection program we map the wheat quality in our tributary buying areas. Roads leading in all directions from a country elevator are checked to show what that station will receive in the way of quality and variety. A special dashboard device enables keeping a close crop record at each one mile interval along the road. We check thousands of miles of wheat land in our area each season. We *know* where to get the choicest country run wheats for Walnut Creek quality.



# PICKING NATURE'S FAVORITES

## KEEPS WALNUT CREEK QUALITY ON TOP

**N**ATURE plays tricks with the wheat crop every year. She has her favorite spots—and not the same ones—each growing season. That's why it is so necessary for a miller to *know* his sources of wheat supply. That's why our system of "Grass roots" wheat selection is so effective in maintaining the continuous high quality of Walnut Creek flours.

In our carefully planned program, each of our trained wheat buyers at our country stations has surveyed before harvest the wheat farms in his territory to learn what fields are planted with the variety and quality we want. This is supplemented by extensive mapping of our tributary wheat buying territory. This work is done on lengthy surveys such as described in connection with the photographs above. We *know* where the wheats we want are growing.

This "grass roots" wheat selection program is possible only because of our location in the midst of America's biggest and best wheat belt where our "neighbors" grow the wheat. And the results show up perfectly in the superior baking qualities of Imperial and Velvet flours.

### The BEST in PURITY PROTECTION

We want Walnut Creek flours to be the purest on the market and we take every possible step to guard their purity. We follow all the good housekeeping rules in our mill. We have an efficient central vacuum cleaning system. We have a "push button" system of mill fumigation which permits us to fumigate with gas anytime the machinery is not running. We constantly police our entire plant and continually check our products in the laboratory. And, during the hot summer, our flour shipments get the added protection of pyrenone sprays.

# WALNUT CREEK

*Milling Company*  
GREAT BEND, KANSAS

T. H. SHERWOOD  
Vice President and Gen. Mgr.



# BILL STERN TELLS ANOTHER SPORTS STORY



Believe it or not, there was once a fighter whose pride stopped him from becoming the heavyweight champion of the world!

Shortly before the turn of the century, Peter Maher was a great heavyweight. However, the man who wore the heavyweight crown was Gentleman Jim Corbett. And Corbett found all sorts of excuses not to fight Maher for the title. Jim Corbett's great ambition was to retire undefeated, so he took under his wing a promising young heavyweight named Steve O'Donnell and groomed him to take his place. However, the frustrated Peter Maher hounded Corbett's protege, until he maneuvered himself into a bout with Steve O'Donnell. And Peter Maher knocked out O'Donnell in the first round. After that dramatic ending, Jim Corbett climbed into the ring, and before all the people in that boxing arena, said to Peter Maher:

"I was wrong. Peter Maher is a great fighter.

Now that I plan to retire, I have the honor to present my title to him."

Peter Maher only had to nod his head to become

recognized as the new heavyweight champion of the world. But instead, proud Peter Maher scornfully replied in a booming voice: "Sure, Jim, I want to be champion of the world—but not this way. I want to fight for it and I want to win the title from the champion himself and not his stooge. Keep your title until we'll fight for it in the ring!"

But Jim Corbett never did give Peter Maher a chance to win the crown as heavyweight champion of the world—a title Peter Maher could have had but only for his pride.

Yes, pride can be expensive at times. Commander-Larabee's pride in their flour products, for instance, has cost millions of dollars in research, milling and storage facilities, and expert personnel. For years this same pride has been your assurance of finer flour . . . scientifically milled and blended to give you unfailing uniformity and consistent performance of every baking value. For pride in *your* products . . . use ingredients you can *count* on . . . insist on a Commander-Larabee Flour!



WHEN PERFORMANCE COUNTS . . .

## Commander-Larabee Milling Company

GENERAL OFFICES

MINNEAPOLIS • 2 • MINNESOTA



# Editorial . . .

## Death of a Great Merchant-Baker

THE sudden and unexpected death of M. Lee Marshall on the morning of Aug. 1 removed from the industrial scene of this country—indeed, of the world—one of its most commanding figures. Mr. Marshall was more than a baker—he was a great merchant-baker. His was not the craftsman's mastery of baking, but the executive's. He knew how to build corporate structure and personnel, but above all he knew when and how to buy and sell.

Mr. Marshall did not belong exclusively to the baking industry, for his interest and influence went beyond the scope of even that large segment of our economy. Born in the shadow of a flour mill, he spoke of himself as "flour-dusted" from earliest youth. He was close to the milling industry and he understood millers. He knew wheat and agriculture and he was one of the most practical friends of better farming and better wheat. He knew the relationship between good wheat and good bread, and his industrial fore-

thought and provision covered all the long road from field to consumer's table.

His work as builder of the Continental Baking Co. may be remembered as Mr. Marshall's most notable achievement. In this he was of no less heroic size than he was as a canny trader. When he took command of the great Continental colossus nearly a quarter of a century ago it was staggering under its almost awful hugeness and financial complexity. His logical mind, plodding energy and sense of direction brought order out of what might well have become chaos.

But when we have said all these things about Mr. Marshall we have left out one of the most certain of his qualifications for greatness. He could take time out from an overburdened business life to serve his industry as an association leader and he could step into one of the most effective jobs of wartime government that has ever been recorded. In these things he was truly an industrial statesman.

## If War Comes . . .

AS Americans watch anxiously the grim developments on the little peninsula of Korea, they are going ahead with the unpleasant task of putting their houses in order for whatever the future may hold.

The baking industry can look back on a magnificent record of service during World War II. Bakers remember ODT, OPA, WPB, WFA, WMC and the many rules and regulations issued limiting mileage, rationing equipment and supplies, setting ceiling prices, putting priorities on materials and equipment, freezing salaries and wages, affecting bread formulas and regulating production and distribution methods. They remember also the haphazard and often inequitable way in which these regulations were imposed and administered.

The National Securities Resources Board has made a study of what happened during the last war in an effort to avoid the mistakes of the past and to draft plans and legislation which will assure prompt and complete control of all phases

of the economy in the event of an all-out war. A task committee of the baking industry has studied the regulations and results of the last war and has made a report of its findings and recommendations to the NSRB. The report is confidential and has not been released for publication.

All branches of the baking industry were represented on the committee and bakers generally can be assured of intelligent handling of their part in the emergency when and if it comes.

To these men the industry owes a debt of gratitude. They have given unstintingly of their time and energies for the benefit of the government, the public and the baking industry. They have made personal sacrifices unselfishly which will serve to benefit all bakers if war comes.

## A Bread Preference Poll

PROF. JOHN A. JOHNSON recently conducted a bread preference survey for the milling department of Kansas State College. His aim was to find out if the commercial baking industry had gone too far in the direction of producing soft-textured bread. From the results, he concluded that it had not—that "consumers generally are satisfied with today's bread." However, he found that 30% of the consumers questioned preferred a so-called "farm type" bread of a firmer texture, and from this he has concluded that bakers might profitably make it.

Professor Johnson asked 156 Manhattan families to try unlabeled samples of a standard bakery bread and a recently-popularized loaf containing 16% more flour. Both types were baked in the college pilot bakery. The families reported their preferences on printed postcards delivered with the samples.

The professor's questionnaire, of course, can hardly be accepted as conclusive. For a thing like this Mr. Gallup should be called in. But the commercial baking industry might well hesitate to accept even a Gallup poll verdict. The only surveys bakers may safely act upon are those they conduct for themselves. These surveys are going on daily all over the country. One loaf often competes for preference with another from the same shop. One baker's bread competes with the bread of all other bakers. The results are recorded on sales sheets and ultimately are tallied up in profits or losses.

Nevertheless, bread should be the subject of many-angled inquiry. It should always be in question. Intense preoccupation with bread, unremitting concern for it, perhaps even unjust criticism, are essential ingredients of good bread. They are the best assurance of better bread.



**M. LEE MARSHALL DIES:** M. Lee Marshall, chairman of the board of the Continental Baking Co., New York, chairman of the American Bakers Assn., and for many years one of the most prominent figures in the baking industry and allied fields, died following a heart attack Aug. 1.

Details on page 10

**ABA CONVENTION:** Dedication of the new headquarters building of the American Institute of Baking will be a feature of the convention of the American Bakers Assn. at Chicago Oct. 13-18.

Details on page 10

**SUGAR QUOTA:** The U.S. Department of Agriculture recently announced an increase of 350,000 short tons in the supply of sugar that will be available under 1950 sugar quotas. In addition, late in July the government reserved Cuba's entire sugar stock for possible future use; how these Cuban stocks will be used depends on the international situation. Excluding the Cuban reserve, a supply for the year totaling 7,850,000 short tons, raw value, is available.

Details on page 12

**BREAD PRICES:** Bakers in all parts of the country raised the price of bread approximately 1¢ per 1-lb. loaf in the middle of July—the timing of the hike was termed "unfortunate" in view of the Korean difficulties since government officials on the national and local levels sounded the call for an investigation of the bread price increases, which in some instances were called "war profiteering."

Details on page 13

**BAKERS OF AMERICA PROGRAM:** The program and planning committee of the American Bakers Assn. met in Chicago July 19-20 to discuss plans for coming industry promotions and urge that the Bakers of America Program be made a permanent and continuing one and that the activities of the consumer service department of the American Institute of Baking be enlarged.

Details on page 16

**INDUSTRY'S WAR PLANS:** The baking industry is preparing mobilization plans which will aid in organizing the industry for its part in whatever effort is called for in the present emergency. National bakers' associations are prepared to act, and representation on advisory committees has assured intelligent handling of emergency regulations.

Details on page 11

**FLOUR MARKET:** War news and the economic disruption which accompanies it remain the most important factors in wheat and flour markets, according to George L. Gates, market editor of The American Baker. However, these influences must be weighed against usual supply and demand factors and the price support program. After a sharp climb during July, wheat markets reacted almost as drastically as prospects for inflation controls grew more certain. Similar fluctuations may be expected with day-by-day war developments.

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(Further Spotlight Comment on Page 56)

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## Next Month . . .

● **COOKIES** of all types have always been a profitable item for the baker. In next month's formulas feature by A. J. Vander Voort, technical editor of The American Baker, the use of cookie stamps will be discussed. Mr. Vander Voort will point out that the cookie stamps make an eye appealing product, and lend themselves to variety because several stamps may be kept on hand—new types may even be cut from wooden blocks by the baker himself. Quite as important as eye appeal is taste appeal—the factor that brings the housewife back for help in keeping the cookie jar filled. Good formulas and careful baking are of paramount importance.

● **WAGE SCALES** are due to assume greater importance than ever in the coming months, with new demands brought on by the rising cost of living, which in turn is caused in part by the fluid international situation. An illustrated article on "Union Wage Scales in the Baking Industry" will appear in The American Baker for September. Trends in wage rates, industry variations, city and regional wage differentials will be discussed and evaluated.

# M. Lee Marshall Dies Aug. 1

## CHAIRMAN OF CONTINENTAL BAKING CO. SUCCUMBS FOLLOWING HEART ATTACK

Baking Industry Leader Was Elected Chairman of American Bakers Assn. Last October—Served in Important Government Positions During World War II

NEW YORK—M. Lee Marshall, 66, chairman of the board of Continental Baking Co., died about 7 a.m. Aug. 1 at his home here following a heart attack. His death was unexpected and he had been in good health the previous day.

At the time of his death, Mr. Marshall was serving in his first year as chairman of the board of governors of the American Bakers Assn. His untimely death was the second this year to strike at top officers of the ABA. Eugene K. Quigg, Richmond, Ind., who was elected president of the ABA last October when Mr. Marshall assumed the post of chairman, died last March 31 following an emergency operation.

Private funeral services for Mr. Marshall will be held at 2 p.m. Friday, Aug. 4, at the Frank E. Campbell Funeral Church in New York. The body will be cremated at Ferncliff Cemetery.

Born June 17, 1884, in Marshall, Mo., M. Lee Marshall rose to the highest ranks of leadership in the baking industry. At the time of his death he was chairman of the board of the largest baking company in the world and chairman of the American Bakers Assn.

A descendant of Chief Justice John Marshall of Supreme Court fame, Mr. Marshall began his career in the food industry as a very small boy, scraping up spillings from farmers' grain wagons at a country mill near his home and selling them for chicken feed. After that he was a newsboy, Western Union messenger boy, worker in an iron foundry, bat boy for a Kansas City baseball team and a salesman for a packing house. At one time he traveled on horseback through his territory in the Ozarks.

At 20 he was a food broker. From 1907 to 1914 he was a flour broker, his first direct contact with the baking industry. In 1915, he was made vice president of the Campbell Baking Co. The next step upward was as president of the Bakeries Service Corp., a post he held from 1922 to 1935. He also served as vice president and a director of the United Bakeries Corp. from 1922 to 1926.

### Joins Continental in 1926

In 1926 he joined Continental Baking Corp. (the predecessor of Continental Baking Co.) as vice president, and was elected chairman of the board the following year, a post which he held until his death. He also served as president of the company from 1934 to January, 1943. He was chairman of the boards of all subsidiary companies as well.

Mr. Marshall's abilities as an executive brought him into prominence in wartime food production and allocation during World War II. He entered government service in April, 1942, to organize and head the shipping procedure branch of the Services of Supply of the U.S. Army. In September, 1942, he was named consultant on food to the chairman of the War Production Board. In May, 1943, he became deputy administrator of



M. Lee Marshall

the War Food Administration in charge of the office of materials and facilities. He also served as WPB representative on the food requirements committee. In October, 1943, he resigned this post and returned to private industry, but continued as consultant to the War Food Administration.

He was recalled to duty by the government in January, 1944, as director of the Office of Food Distribution of the War Food Administration. He also served as chairman of the requirements and allocation committee of the WFA, as the U.S. member on the Combined Food Board, as a vice president and director of the Commodity Credit Corp., as president and director of the Federal Surplus Commodity Corp., as chairman of the U.S. Agencies Industrial Feeding Commit-

tee, and as director and organizer of the office of supply and the office of marketing services of the War Food Administration. He resigned his government positions and returned to private business Jan. 31, 1945.

His postwar civilian activities brought him to the post of executive director of the Emergency Food Collection from May to August, 1946. He also served as national chairman of the American Overseas Aid-United Nations Appeal for Children from 1947 to 1949.

### Association Service

Mr. Marshall's services to baking associations and organizations were also monuments to his prominence in the national affairs of the industry in which he played such an important part. At the time of his death he was in the first year of his service as chairman of the board of governors of the American Bakers Assn., a post to which he was elected at the Atlantic City convention in October, 1949. Previously, he had served as treasurer of ABA for more than a quarter of a century, this service interrupted only by his government career during World War II. He also had many years of service as an ABA governor.

Mr. Marshall assumed the chairmanship of ABA in late 1949 during a critical period for the Bakers of America Program, the industry's first nationwide joint promotional campaign. He and the late Eugene K. Quigg, who was then ABA president, headed a vigorous and successful drive for subscriptions to the Bakers of America Program fund which assured the continuation of the program for the years 1950-51. Mr. Marshall was very active as a convention speaker during his service as ABA chairman. He appeared on several major baking industry convention programs during the spring of 1950, representing the ABA and urging continued joint cooperation in the affairs of the baking industry.

In addition to his service to the ABA, Mr. Marshall was treasurer and director of the American Institute of Baking and a trustee and treasurer of the American Bakers Foundation.

Mr. Marshall was a member of the Christian (Disciples) Church. He was a Mason (32°, K.T., Shriner). He was a member of the Bakers Club, Inc.,

New York; the Union League Club, New York; the New York Athletic Club; the Pilgrims, New York, and the Apawamis Club, Rye, N.Y. His hobbies were golf and music.

Mr. Marshall's abilities as an executive and leader in his industry were legendary. He was a leader in the bread enrichment movement. He was reported to have once stabilized a sagging wheat market by buying 15 million bushels of wheat in the form of flour. This he accomplished in 15 minutes by telephone. Among his associates he was known as a great harmonizer, with an unusual ability to go straight to the point and simplify complex problems. During his government service in World War II he was credited with being among the first to straighten out many tangles of red tape and cross purposes and reconcile differences of opinion among the many agencies dealing with the national food problem.

Mr. Marshall was married and his only son, Lee McCluer Marshall, serves as director of advertising of the Continental Baking Co. in New York.

—BREAD IS THE STAFF OF LIFE—

## New Organization Formed by Bakery Sanitarians

CHICAGO—The formation of the National Association of Bakery Sanitarians has been announced by Chauncey M. Henderson, Continental Baking Co., Buffalo, organizing president of the group.

The new association has a membership of about 125 members, most of whom are engaged in directing bakery sanitation programs in bakeries, some on a part-time basis.

The organization of the association had its beginning following the course in bakery sanitation sponsored in New York last winter by the American Institute of Baking. At the initial meeting, the following officers, in addition to Mr. Henderson, were elected:

George M. Tompkins, Arnold Baking Co., Port Chester, N.Y., vice president; Lloyd J. Salathe, American Institute of Baking, Chicago, secretary, and Clinton B. Grant, Pepperidge Farms, Inc., Downingtown, Pa., treasurer.

Plans of the organization call for a monthly mimeographed publication containing articles by prominent members of the industry engaged in sanitation and feature columns designed to give helpful information to men in this field.

Mr. Henderson emphasized that the new organization is aimed at helping the industry in its newest field of specialization. It has no intention to detract from any other organization's activities, but rather to augment them by cooperating with them as much as possible, he pointed out.

After joining, anyone who is engaged full-time in sanitation work is entitled to hold office in the organization, anyone who is employed by a bakery and interested in sanitation is entitled to membership and anyone not employed by a bakery but interested in bakery sanitation is entitled to associate membership. Persons interested in joining the new organization should write to the secretary, Lloyd J. Salathe, at the organization's mailing address 2150 N. Clifton Ave., Chicago 14. Dues are \$2 a year.

## AIB Building Dedication to Be Feature of Convention of ABA

CHICAGO—Plans for the 1950 convention of the American Bakers Assn., scheduled to be held at the Sherman Hotel here Oct. 13-18, are under way, according to a recent ABA announcement.

Dedication of the new headquarters building of the American Institute of Baking will be the feature of convention week. The theme of the meeting will be built around the activities of the AIB and the services of ABA and AIB to the industry.

Hotel reservations are being received in Chicago and the ABA announcement predicted that attendance at the meeting will exceed that of the regular (other than exposition) convention years.

The wholesale cake branch of the ABA is planning all day sessions on Friday, Oct. 13, and the wholesale

bread branch is planning a half-day session on Saturday, Oct. 14.

Feature of Oct. 15 will be open house at the new AIB building for all ABA members, with dedication ceremonies scheduled for 3 p.m. The chairman's and president's reception will be the first formal social event of the convention that evening.

The opening general session has been set for Monday morning, Oct. 16. The Bakers of America Program will occupy the spotlight at a general session that afternoon.

Morning general sessions and afternoon branch sessions have been planned for Tuesday and Wednesday, October 17 and 18. The American Society of Bakery Engineers will present a program during the Oct. 17 morning session and the AIB will be featured during the Oct. 18 morning session.



# Industry Readies Mobilization Plans

## BAKERS' ASSOCIATIONS MOVE TO AID NATION IN EMERGENCY

Baking Industry Officials, National Security Resources Board Draft Recommendations to Insure Intelligent Handling of Emergency Regulations

The nation's baking industry, through its national associations, has acted to organize for its part in whatever mobilization effort the government calls for to conclude successfully its combat in Korea on behalf of the United Nations and to prepare for possible further aggression.

A task committee of the baking industry contributed to a study by the National Security Resources Board, which examined events of the last war in an effort to avoid the mistakes of the past and to draft plans and legislation which would assure prompt and complete control of all phases of the economy in case of another all-out war.

The American Bakers Assn. pointed out that bakers can be assured of intelligent handling of their part in an emergency, when and if it comes, because of the industry committee's work.

### Legislation Drafted

Legislation reported to have been drafted by the board and its committees representing all segments of the nation's economy would give the President power to:

Set wage and salary ceilings; control employment. The manpower section of the board's recommendation is said to be extreme, amounting to the authorization of a virtual draft of labor.

Set up a war labor board to handle all disputes.

Fix prices of all commodities.

Create a system of industry allocations and priorities.

Freeze inventories and requisition needed supplies.

Regulate imports and exports.

Seize plants, mills and mines where it is considered necessary to meet war needs.

Impose an excess profits tax. Censor communications.

### "Quick Freeze" Considered

It is expected that, if total mobilization is thought necessary, a "quick freeze" containing these regulations will be imposed to prevent runaway prices and hoarding; machinery would then be set up to consider hardship cases and other adjustments so that the original orders might be eased by separate decontrol orders.

Legislation being considered by the Congress at present does not include the most rigorous of these control measures, but they could be imposed quickly if the situation were thought serious enough to warrant it.

All branches of the baking industry were represented on the NSRB committee. They were appointed by F. Chapin Weed, former head of the food division of the National Security Resources Board, and included:

### Industry Representatives

John M. Benkert, Benkert Bakeries, Inc., Long Island City, N.Y., representing the retail branch; F. W. Birkenhauer, Wagner Baking Corp., Newark, pies; George M. Bunker,

Kroger Co., Cincinnati, chain store; H. B. Cunningham, National Biscuit Co., New York, biscuit and cracker; Sterling Donaldson, Donaldson Baking Co., Columbus, house-to-house; John T. McCarthy, Jersey Bread Co., Toledo, wholesale bread; the late M. Lee Marshall, Continental Baking Co., New York, multi-state, and Ralph D. Ward, Drake Bakeries, Inc., Brooklyn, wholesale cake.

The national affairs committee and the Washington office of the ABA are watching developments closely, the association pointed out recently. To be certain that all branches of the industry are represented and that regional representation is assured, Mr. Ward, chairman of the committee, was asked to decide on the possible enlargement of the national affairs committee with additional representation from branches, regions, or both.

Mr. Ward and the ABA enlarged the committee early in August so that the group would be large enough to provide a task committee material on any subject or problem within the scope of the industry.

Under the authority previously granted by the board of directors of the ABA, the committee is flexible in character and may be enlarged further should the need arise, it was pointed out.

The new members of the national affairs committee are: T. L. Awrey, Awrey Bakeries, Detroit; David H. Becker, Becker's Pretzel Bakeries, Inc., Baltimore; John Benkert, Benkert Bakeries, Inc., Long Island City; F. W. Birkenhauer, Wagner Baking Corp., Newark; J. W. Carence, Campbell-Taggart Associated Bakeries,

Inc., Dallas; C. E. Casto, Ward Baking Co., New York; Ashley B. Clark, General Baking Co., Springfield, Mass.; W. J. Coad, Sr., Omar, Inc., Omaha; Howard B. Cunningham, National Biscuit Co., New York; Louis J. Dudd, Dudd's Bakery, Pittsburgh; E. J. Eschenroeder, the Kroger Co., St. Louis; E. Franz, United States Bakery, Portland, Ore.; Albert Gordon, Gordon Bread Co., Los Angeles; John Hagy, Freihofer Baking Co., Philadelphia; Paul H. Helms, Sr., Helms Bakeries, Inc., Los Angeles; E. E. Kelley, Jr., Butter Krust Bakeries, Inc., Lakeland, Fla.; J. U. Lemmon, Jr., Doughnut Corporation of America, New York; K. F. MacLellan, United Biscuit Co., Chicago; E. L. Southwick, Farm Crest Bakeries, Inc., Detroit; Morris Messing, Messing Bakeries, Inc., Brooklyn; J. Roy Smith, Smith's Bakery, Mobile, Ala., and Daniel J. Uhrig, Purity Bakeries Corp., Chicago.

### ARBA Acts in Emergency

The Associated Retail Bakers of America addressed letters to Stuart Symington, chairman, and Frank Elliot, food planning specialist, Office of Production, National Security Resources Board, pledging cooperation in the national emergency.

Louis Dudd, Dudd's Bakery, Pittsburgh, president of the ARBA, said that he had received from Otto L. Bergt, Metz Bakery, Chicago, president of the Associated Retail Bakers of Greater Chicago, a list of leading retail bakers selected by the Chicago group to act as an advisory committee and to assist ARBA in the event that the national economy is "placed on a wartime basis."

The following Chicago bakers were named to the committee: Mr. Bergt; Charles Oswald, Oswald's Bakery; Ernest Dörner, Heinemann's Bakeries, Inc.; John L. Moroff, Nelson's Bakery; Charles Fingerhut, Fingerhut Bake Shop; George Krubert, Krubert's Bakery; Hellmut Stolle, Stolle's Bakery; John H. Kleczewski, Kleczewski's Bakery; Bernard E. Nehls, Nehls Bakery; Fred Ecker, Burny Bros., Inc., and Herman J. Dressel, Dressel's Bakeries.

## President Requests Priority and Allocation Power Over Economy

WASHINGTON — Congressional grants of broad priority and allocation power over the nation's economy were requested by President Truman to aid in sharply stepping up the country's military potential and in preparing the U.S. for any possible international emergency.

In addition to requests for additional money for the armed forces and foreign military aid, inventory controls, consumer credits curbs, higher taxes and allocation powers were requested.

No request for either price or ration control power has been requested and has been expressly excluded from the proposed defense act as submitted to Congress, but the chief executive told Congress that, "if a sharp rise in prices should make it necessary, I shall not hesitate to recommend the more drastic measures of price control and rationing."

Later, however, President Truman indicated he would "not be opposed"

to broader control powers as long as the process of writing them into the legislation does not slow present mobilization efforts.

Congressional leaders sampled sentiment on the possible inclusion of standby controls over prices, wages and rationing. Even if granted, some government officials doubt that Mr. Truman would use these powers, since some of his advisors are strongly opposed to them on the grounds that the "unfreezing" would be a costly and immediately necessary task.

A roll-back and freeze of the economy is also opposed in some quarters.

The broad administration concept of controls over the domestic economy was shown during early discussion of the president's controls message when Stuart Symington, chairman of the National Security Resources Board, appeared before the banking and currency committees of Congress to ask prompt adoption of

### FRANK ELLIOT NAMED TO NEW RESOURCES BOARD POST

WASHINGTON—Frank Elliot has succeeded F. Chapin Weed as food planning specialist in the National Security Resources Board. Mr. Weed has returned to the food brokerage business, but remains on call to the board as consultant.

the proposed Defense Production Act of 1950. Later, on the Senate floor Sen. Robert A. Taft (R., Ohio) described the requested powers as "arbitrary and dictatorial."

The NSRB chairman opened the administration appeal for sweeping powers before the Senate Banking and Currency Committee, which for the most part appeared intent on rushing through the requested authority without a detailed scrutiny of the proposals.

### Similar to Previous Controls

Except for the provisions of the bill which provide for control over speculative transactions on commodity markets and the provisions for resale of surplus commodities owned by Commodity Credit Corp. under an amendment to the Agriculture Act of 1949, the scope of controls proposed in this legislation is not seen as going beyond that granted the government in World War II. The major difference is that in the last war controls were exerted through numerous devices, while this adroitly drafted piece of legislation seems to have brought everything except price and rationing at the consumer level into one document.

—BREAD IS THE STAFF OF LIFE—

## ABA Urges Review of Employees' Draft Status

WASHINGTON — The American Bakers Assn. recently urged its membership to review the status of their employees who are within the age brackets affected by the draft law.

Under the present Selective Service Act of 1948, as amended, the draft covers men who have reached their 19th birthday but who have not reached their 26th birthday.

—BREAD IS THE STAFF OF LIFE—

## Bread Standards Expected Not Later than Aug. 8

WASHINGTON — The proposed definitions and standards of identity for various breads and rolls or buns will be published by the Federal Food and Drug Administration not later than Aug. 8, it has been learned here. Following publication interested parties will be able to file exceptions to the government's proposals, after consideration of which the government will issue the final standards, which will probably become effective 90 days after promulgation.



# Domestic Sugar Quota Increased by USDA; Further Boost Predicted

WASHINGTON—The U.S. Department of Agriculture July 13 announced an increase of 350,000 short tons, raw value, in the supply of sugar that will be available under 1950 sugar quotas. With this increase, a supply for the year totaling 7,850,000 short tons, raw value, will be established in the consumption requirements determination.

Distribution of sugar during the first six months of 1950 exceeded distribution during the same period of 1949 by about 170,000 tons.

"It is apparent that the demand for sugar is in excess of that contemplated when the initial consumption estimate was announced last December," the USDA announced. "The additional 350,000 tons is provided to meet this increased demand. The revised total of 7,850,000 tons should be adequate to provide all buyers with needed supplies at fair prices."

Of the increased quantity, 98.64%

will be added to the quota for Cuba and 1.36% to the quotas for foreign countries other than Cuba and Republic of the Philippines. The amount of the quota increase for each country will be announced later.

Both the American Bakers Assn. and the Associated Retail Bakers of America have been active, together with other industrial sugar users, in urging an upward revision of the sugar quota figure.

The increase in the domestic sugar quota of 350,000 tons of raw sugar is likely to be followed by another substantial increase, sugar trade experts here forecast.

Domestic distribution has been running ahead of the allotment, according to these trade sources and the advance has been further stimulated by the outbreak of hostilities in Korea.

On the other hand the U.S. Depart-

ment of Agriculture which announced the sugar quota increase to 7,850,000 tons says this quantity should be adequate to provide all buyers with adequate supplies at reasonable prices.

The sugar situation is now seen in the control of the Cuban sugar interests and it is unlikely that the expected quota increase will be granted until the market absorbs the increased grants. Cuba definitely holds the whip hand, sugar trade sources here say.

Industrial users have been pressing USDA to broaden the sugar import quota, claiming even prior to the outbreak of the Korean war that the quota was too thin to meet domestic requirements without running up prices. One influence in the recent advance in bread prices has been the increased cost of sugar, baking industry officials say.

## USDA to Buy Remaining Sugar of Cuba, Three Other Producers

WASHINGTON—The U.S. Department of Agriculture has arranged to buy the entire remaining stock of Cuban sugar, a balance of 600,000 tons, and has announced its decision to purchase additional balances from the Virgin Islands, Puerto Rico and Hawaii amounting to 150,000 tons.

These developments, according to trade observers here, may make the big New York sugar market the first commodity exchange casualty of the present international crisis. If USDA, as a stabilization measure, decides to buy the 1951 Cuban crop it is forecast in sugar trade circles that the New York market would have no other choice than to suspend operations.

Other commodity areas where the government could act in the same manner are in the price-sensitive commodities of cocoa and coffee. Each of these commodities has been under strong upward price influences and has aroused considerable congressional criticism. As with sugar the government acting through Commodity Credit Corp. could negotiate off-shore purchases of these commodities and allocate them to refiners and processors. This was the method used by CCC in the last war. Purchases were made of green coffee and it was re-sold to roasters at a price which permitted them to market it within the prevailing OPA ceiling price.

The undisclosed problem facing the

sugar trade is the re-sale and allocation policy of USDA in regard to its off-shore sugar purchases. It is expected that USDA may require as a condition of eligibility to obtain allocations of raw sugar, that the refiners agree to sell the refined sugar at a fixed margin. Under such a policy USDA would be imposing a partial price control over the commodity. If such authority is not presently available to USDA it would be immediately available once Congress passes the Defense Production Act of 1950, which clearly conveys such power to the government. The present ban on price and ration control over goods and commodities affects only consumers but would not prohibit rationing of goods with partial restraints all the way to the retail store door.

## Plans for World Sugar Agreement Sidetracked

WASHINGTON—Plans to formulate an International Sugar Agreement to go in effect in 1951 have been sidetracked, according to U.S. Department officials.

A working group which has been meeting in London to draft the agreement for formal consideration by the International Sugar Council delegation will continue its activities, but its draft will not be considered in another session of the sugar agreement delegation, as planned.

When a draft has been completed it will be submitted to the delegates of the governments participating for study, contemplating adoption and operation of the pact not earlier than 1952.

Basically the agreement is a multi-lateral proposal consisting of four major world areas. First, the U.S. and the Latin American countries; sec-

ond, the U.K. and its commonwealth nations; third, the Benelux nations, and fourth, Indonesia and the East.

The purpose of the agreement is to effect stabilization of prices within a proposed price range similar to the International Wheat Agreement, except that unlike the wheat pact the sugar agreement will not authorize the exporting nations to put sugar to import-quota nations at the floor price.

It is expected that the preliminary draft of the sugar proposal will be designed to halt trends to self-sufficiency with the U.K. group of nations and close off potential exports

of sugar from the European beet sugar area.

In essence the document will be a price stabilization instrument on a relatively high level and a means to control marketings of surpluses. Agriculture department officials call the surplus control phase, "surplus management."

The sugar pact is also seen as a world extension of the provisions of the U.S. Sugar Act of 1948, which will bring the regional groups mentioned above under provisions harmonized with the U.S. act.

—BREAD IS THE STAFF OF LIFE—

## J. C. HIGHTOWER NAMED DURHAM BAKERY MANAGER

DURHAM, N.C.—J. C. Hightower, Durham, has been appointed manager of the Durham Baking Co., according to a recent announcement by Mrs. Harvey L. Williamson. Mr. Hightower, who has been acting manager since the death of Mr. Williamson last October, has been sales manager of the bakery since 1946.

Mr. Hightower is vice president of the Bakers Association of the Carolinas, a member of the executive board of the North Carolina Bakers Council and a member of the Durham Cooperative Club. He resides with his wife, Benella, and two children at 2501 State St., Durham.

Edwin B. Hamshar has joined the Durham staff as executive vice president of Harvey Laird, Inc., a management and central buying firm for the Williamson Bakeries.

Formerly with the New York Herald Tribune, he will be in charge of accounting and office management, central purchasing, advertising and other nonoperating functions of the Bakery in Durham and of the Charlotte Bread Co., Charlotte.

## Survey by USDA Discloses 98% of Families Buy Bakery Bread

WASHINGTON—Ninety-eight percent of city families surveyed in the spring of 1948 bought bakery bread at an average rate of 1.80 lb. per person per week. This was revealed in a recent U.S. Department of Agriculture report on a study of consumption of grain products by city families.

Eighty-six percent of the families bought enriched white bread during the week of the study. Fewer than 4% of them bought unenriched brands.

Although over one fifth of the surveyed families used wholewheat bread, these families purchased only 12 oz. per person in a week, compared to 1 lb. and 13 oz. of white bread purchased by white bread users. Cracked wheat, raisin and rye breads also were used in lesser quantities than white bread by families selecting them.

The survey disclosed that city families spent an average of \$2.48 a week, or about 11% of the weekly food expenditures, for grain products. Of the \$2.48, 93¢ was spent for bread and 77¢ for other baked goods.

Although bakery goods other than bread (rolls, biscuits, muffins, crackers, cakes, pies, cookies, doughnuts) were used in small quantities, 85% of the homemakers bought one or more of these items for feeding their families at home in the week preceding the interview. Crackers were

used by about one half of the families; bakery cakes by one third; rolls, biscuits and muffins by one fourth, and pies by one tenth. Almost 60% of the families had cookies, doughnuts, and bakery goods other than those mentioned during the week.

The average quantity of bread consumed at home per household in a week for all income classes was 6.14 lb., and the average quantity of other baked goods consumed was 2.06 lb. The average household size for all income classes interviewed in the survey was 3.42 persons.

The USDA reported that there was no marked difference in the use of bread at different income levels by the cross section of city families in the U.S. studied in the spring of 1948. However, Birmingham families of \$3,000 income and over used almost twice as much as those in the under \$1,000 bracket. Higher income families there used bread in place of large quantities of corn meal, grits and self-rising flour. No particular influence of income on the use of bread was apparent for Minneapolis-St. Paul families, but both Buffalo and San Francisco families with higher incomes ate slightly less bread than low income families.

The use of bakery goods other than bread by city families in the U.S. was 40% greater for families with incomes under \$1,000 than for those with \$5,000 and over.

### RETAIL BAKERY SALES UP IN MAY

WASHINGTON—Sales of retail bakeries during May were 2% higher than sales during the previous month, according to a report of the U.S. Department of Commerce. May sales, however, were 1% lower than those of the same months a year previous. Sales for the first five months of this year were reported as 5% lower than during the comparative period in 1949.

# Bread Price Increases Stir Criticism

## TIMING OF HIKE "UNFORTUNATE" IN VIEW OF KOREAN SITUATION

Baking Industry Officials Say Action Necessary Because of Recent Wage Increases, Ingredient Advances—Government Investigations Asked

Bakers in cities in all parts of the country raised the price of bread 1¢ a loaf last month, blaming the increased cost of the staff of life on higher labor rates and higher ingredient costs. The timing of the price hike was unfortunate, however, because of the Korean situation. Government officials from national, state and local levels immediately sounded the call for an investigation of the bread price increases which some of them branded as "war profiteering."

Actually, as baking industry spokesmen pointed out, the troubled international situation was not a major factor in the increase of bread prices. A price hike had been made "imperative" by recent wage increases for bakery workers and rising prices of ingredients. It was the first bread price increase since 1947.

In Washington, where bread prices were advanced 1¢ a loaf, congressional criticism of the price hike was heard as a by-product of dis-

### INCREASE IN BREAD PRICE CAUSES BOYCOTT

**TULLAHOMA, TENN.**—For two cents, Tullahoma housewives have staged an apparently successful bread boycott. It started July 17, when four major bakeries upped bread prices 1¢ per loaf—and increase which also added a 1¢ state sales tax to the commodity. Acting as one, the women refused to buy the bread and turned to their ovens. All except one of the 57 grocers of the area found it necessary to quit buying from the bakeries. On July 20 a bakery in Murfreesboro, Tenn., began shipping bread in at the former price. Grocers reported a landoffice business.

Discussions of possible emergency economic controls. Sen. Burnet Maybank (D., S.C.) announced that the Senate Banking and Currency Committee would meet to look into recent advances in the retail price of food. The Senator specifically pointed to recent boosts in the retail prices of bread and eggs.

Sen. Wayne Morse (R., Ore.) added his voice to the criticism with the comment that "certain economic forces are taking advantage of the fear and hysteria caused by the Korean crisis."

### Investigations Possible

The bread price advances also came under the critical attention of Sen. Guy Gillette (D., Iowa), who has in recent years been the leader of congressional criticism of bread pricing practices. The Iowa Senator declared that "bakers show less zeal in reducing prices than in moving them up." He indicated that his committee may take over special investigations of food price boosts if the

### GROCERY CHAIN TO ABSORB BREAD PRICE HIKE

**EAST ORANGE, N.J.**—Kings Super Markets, operating in northern New Jersey, has announced that the recent 1¢ increase in the wholesale price of bread will not be passed on to consumers, but will be absorbed by the chain. "Bread is supposed to be your customer's best food buy and I intend to keep it that way," Joe Bildner, president, said.

Maybank committee uncovers evidence of "unreasonable price activity."

In the House, Rep. Daniel J. Flood (D., Pa.) called the 1¢ jump in bread prices an "obvious attempt at war profiteering" and stated that he would ask a special House investigation on this phase of the food price flurry.

Baking industry spokesmen in the nation's capital admitted that the announcement of general bread price increases was unfortunate in its timing. They pointed out, however, that they could no longer delay action after the recent labor agreements that resulted in increased wage rates for bakery workers. In Washington, for example, the payroll of one baking company has increased \$11,000 monthly as a result of the new contract. In addition, the industry spokesmen pointed out, higher costs of ingredients made bread price relief "imperative."

Following the announcement of chain bakers in the metropolitan New York area of a 1¢ advance on the standard loaf of bread, James H. Sheils, New York City investigation commissioner, declared the increase "unjustified and unwarranted" and summoned officials of five of the major baking companies for a conference July 13.

Later, he charged that the five firms "consistently maintain the same price levels and dictate and control both wholesale and retail prices of bread."

The commissioner made the state-

### GROCERS' GROUP PLANS TO OPERATE BAKERY

**ROCHESTER, N.Y.**—Reportedly irked over the recent advance in bread prices, the Rochester Wholesale Grocery Cooperative has decided to operate a bakery of its own. A committee has been appointed to negotiate for the cooperative to take over an established bakery and provide bread for member stores, according to John Garnham, cooperative president. This decision was made at an emergency meeting of the group following the recent bread price advance.

ment following a conference with representatives of the firms and declared that the report would be turned over to mayor William O'Dwyer. The commissioner indicated that he has not decided whether the evidence will be presented to state and federal authorities for action under existing anti-trust laws.

Representatives of the Continental Baking Co., Gordon Baking Co., General Baking Co., Ward Baking Co. and Purity Bakeries Corp. were invited to the conference.

Mr. Shields had previously hinted anti-trust action against the five baking companies on the grounds that the firms had "failed to produce any satisfactory explanation of last week's price rise of 1¢ loaf."

No immediate comment was made by the baking companies. Baking industry spokesmen pointed out that the price increase might have been "unfortunate" in view of the Korean situation and a general rush on other articles of food which had been in short supply during World War II, but that the political situation was not a major factor in the price hike. The increase had been made imperative by recent wage increases and rising prices of ingredients.

A bread price increase of 1¢ a loaf in Boston and other New England areas also brought a request for an investigation. Governor Dever of Massachusetts was requested by a former member of the state senate, Joseph L. Murphy of Boston, to order an immediate investigation by the Division of the Necessaries of Life to determine the reason for the increase. Mr. Murphy charged that there was no "legitimate excuse" for the latest price hike and that the baking companies were "taking greedy advantage" of the Korean war situation. Mr. Murphy is seeking re-election to the Senate.

Meanwhile, bakers in all parts of the country were reported revising their bread prices upward approximately 1¢ lb. as the higher price of the staff of life was becoming general nationally.

—BREAD IS THE STAFF OF LIFE—

## Bread Featured in Two True Story Magazine Articles

**CHICAGO**—Two separate features spotlighting bread appeared in the July issue of True Story magazine, another in the growing list of national consumer publications to promote bakery products in editorial features.

More than 10 million persons were expected to read the articles, it was estimated by Walter H. Hopkins, director of the Bakers of America Program, through which arrangements for the publicity was initiated. Tied in with the program's July promotion of "picnic time," one of the True Story features depicted several types of sandwiches to take on a picnic. Illustrations with the two-page article, showing a picnic lunch in full color, display white and rye bread sandwiches, hot steak sandwiches, hot dogs and several types of cold meat sandwiches.

The second article illustrates how to make toasted sandwiches at home for dinner, lunch and snacks.

## St. Louis Bakers' Strike Ends with Three-Year Pact

**ST. LOUIS**—The 31-day-old strike of 1,250 bakery workers against 17 wholesale bakeries in the St. Louis area ended July 7 with the signing of a new three-year contract. The agreement calls for a 22¢ hourly wage increase by the end of the third year of the pact, plus an immediate 10¢ hourly differential for night work.

The contract, retroactive to last May 1, calls for an immediate wage increase of 10¢ an hour. A further increase of 7¢ an hour will be added to the various wage classifications next May 1 and 5¢ more will be added May 1, 1952.

A separate settlement between A. & P. Food Stores in St. Louis and the bakers' union has been effected June 13, providing for a general wage increase of 10¢ an hour and a 10¢ night differential.

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## PORTLAND BAKERS' STRIKE SETTLED AFTER 18 DAYS

**PORTLAND**—An all-around increase of \$1.80 a day was granted to about 500 bakery workers July 5. The agreement ended an 18-day strike called June 17, simultaneously with strikes in Los Angeles and Seattle, both settled earlier.

The work week, according to William T. McGuern, union officer, was established at three 7-hour days and two 7½-hour days, or 36 hours. Girls formerly working a 48-hour week were accorded a five-day 40-hour week with 6¢ hourly increase.

An extra 5¢ was granted to night workers, now earning a 15¢ differential. Machine workers were granted a 10¢ increase so they now earn the same pay as dough mixers.

Upon formal conclusion of the agreement in Portland, Mr. McGuern made a trip to Boise, Idaho, where he completed arrangements for organizing a new bakery workers' local.

—BREAD IS THE STAFF OF LIFE—

## Brannan Hits Increase in Price of Bread

**WASHINGTON**—As he pleaded with the House Agriculture Committee to speed up legislation to permit give-away of government perishable food hoards, Charles F. Brannan, secretary of agriculture, lashed out against recent bread price increases running as high as 2¢ a loaf in many cities.

He asserted that the U.S. Department of Agriculture had checked every cost factor in the price of bread—labor, wheat costs and so on, and "we have found no justification whatever" for the boost. Generally he stated that there is no reason for any advance in grocery prices or hoarding by industry or consumers.



# War Developments Govern Market

## FIRST WHEAT PRICE ADVANCE TURNED BY THREAT OF CURBS

U.S. Supplies for Coming Year Above Average, World Stocks Also Large; Inflation Controls Certain; More Fluctuations Expected

By GEORGE L. GATES  
Market Editor of The American Baker

War news and the economic disruption which accompanies it remain the most vital factors in wheat and flour markets, although these influences must constantly be weighed against fundamental supply and demand considerations, including those created by the government's price support program. After a sharp advance touched off by the fighting in Korea, the wheat market turned downward. In early August wheat futures prices were back to within 1¢ of the early July levels after climbing as much as 8¢ above those figures. Cash markets in general followed the futures, an exception being the strength in higher protein spring wheat. Flour prices, influenced partially by a weaker millfeed market were 10@20¢ sack higher in early August, compared with early July.

The wheat market recession resulted from the threat of stringent government controls and higher taxes planned to head off inflation, as well as a calmer look at market fundamentals and normal seasonal developments. However, day-by-day changes in the war and world political outlook may be expected to cause further fluctuations until a definite lid is placed on prices—if that is to be done.

### WHEAT SUPPLIES ABOVE AVERAGE

U.S. supplies of wheat during 1950-51, while 81 million bushels less than in the 1949-50 crop year, will be above average, according to current estimates. The carryover of old crop wheat into the new crop year, starting July 1, was 417 million bushels, somewhat less than had been expected, but still the third largest on record and 109 million bushels more than the previous year's carryover. The crop now being harvested is estimated at 957 million bushels, bringing the year's supply total to 1,373 million bushels. Total disappearance in the crop year ending July 1 was 1,039 million bushels, 164 million below the previous season, resulting principally from a drop in exports. A similar rate of consumption in the present crop year would indicate adequate supplies for almost any foreseeable demand.

### SPRING CROP FORECAST AT 205,000,000 BU.

The first definite estimate of the size of the spring wheat crop was included in the U.S. Crop Reporting Board's July report, which forecast production of 205 million bushels of bread wheat (not including durum). This is approximately the same as the 1949 crop but well below the 10-year average of 236 million bushels. Meanwhile, the winter wheat estimate was boosted about 10 million

bushels in July to 720 million bushels. Private estimates issued since the government report was published indicate that the winter crop may have been reduced by wet weather in recent weeks but that the spring crop may have gained, with the changes about offsetting each other. The late spring crop, however, still faces the hazards of heat and possible early frost.

### WORLD WHEAT STOCKS CONSIDERED PLENTIFUL

Supplies of wheat remaining in the four major exporting countries—the U.S., Argentina, Canada and Australia—totaled about 700 million bushels July 1. The figures do not include 1950 wheat now being harvested in the U.S. This total is about 20% larger than the amount on hand a year earlier. Large production of wheat is expected in Europe this year. Broomhall's Corn Trade News, Liverpool, estimates a harvest totaling almost 128 million bushels in 16 countries, compared with 122 million bushels last year and average production of 124-million bushels. An increase in Canadian output also is expected, and in Argentina acreage sown to wheat was reported 30 to 40% larger than last year.

### SUPPLY FIGURES BACKGROUND EVENTS

The above review of crop statistics, while somewhat more elaborate than usual in this column, may be regarded as a background against which economic developments may be judged during this period of international crisis. They indicate only that actual supplies of wheat are plentiful, certainly a worthwhile situation at the moment. Market changes, of course, will be governed more by military and political events and decisions.

uation at the moment. Market changes, of course, will be governed more by military and political events and decisions.

### EXPORT DECLINE TERMED FORTUNATE

The decline in U.S. exports to about 300 million bushels from approximately 500 million bushels the previous crop year earlier had caused concern among government officials, farm leaders, millers and grain men. The International Wheat Agreement, which was to have "guaranteed" export of 236 million bushels of U.S. wheat in the crop year, succeeded in moving only about 70% of that amount, most of it with the aid of Marshall Plan funds. Now, because of the presence of larger wheat stocks in the U.S. to meet any emergency needs, the reduction in exports is considered a fortunate event. Such is the change in thinking caused by the Korean fighting.

### INFLATION TAKES HOLD OF ECONOMY

The inflationary balloon which started to soar at the outbreak of fighting has been carried by the updrafts of panic buying, hoarding and speculation. While few shortages are foreseen in the next several months, there is no doubt that spending for military purposes will stimulate the boom. President Truman put a price tag of \$10 billion on the Korean conflict, and later he asked an additional \$4 billion to help arm European countries. However, no one can predict what the total may reach. Inflation fever has and can again affect commodity markets.

### GOVERNMENT CURBS STUDIED IN WASHINGTON

The president's request for allocation and priority controls over war-essential goods was still under consideration in Congress in early August. There were indications that the administration would be given authority to control wages, prices and put rationing into effect in addition to the powers asked by Mr. Truman. Also, higher taxes to skim off part of the inflationary spending seemed definitely in prospect. How extensive these controls will be cannot be guessed immediately, but it seems

certain that government curbs will stop a threatened runaway price spiral, including, of course, wheat and flour and other food commodities.

Meanwhile, the government is holding tightly to its stocks of wheat and other grains accumulated through the price support program. A proposal to permit sale of grains at the market price or the current loan level, whichever is higher, was killed in Congress. Some Commodity Credit Corp. stocks of wheat were sold when prices reached the price level established by law at which government surplus could be sold. These prices have usually been well above the market. Disposition was not large, however, and the quantities held by the CCC remain as a possible source of price control, though at a relatively high level. Plans for disposing of this grain or for holding it—still not certain—could be an important market factor. Meanwhile, the government may be expected to accumulate more wheat under the current loan program.

### BAKERS INCREASE FLOUR PURCHASES

In the past month bakers have contracted for substantial amounts of flour, with many of them securing requirements for up to 120 days. Sales of hard winter wheat flour from the Southwest have been especially large, as was to be expected during the harvest movement, and users of spring wheat flour also increased their purchases. Bakers also have been ordering shipment of flour at a brisk rate, as indicated by mill operations, and it is apparent that some concerns want a comfortable inventory on hand. Most observers say that panic buying is not a factor in the bakery trade, which is to its credit, although buyers in general are keeping a sharp eye on opportunities presented by the daily market. Some large concerns remain on a price-date-of-shipment basis of procurement.

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## Annual Reports Released by 5 Milling Companies

Five of the nation's largest milling companies released their annual reports recently. Summaries of their reports on business done in the fiscal year ended May 31, 1950, follow.

### General Mills, Inc.

MINNEAPOLIS — General Mills, Inc., in its 22nd annual report July 31 reported earnings of \$13,251,218 compared with \$11,654,036 in the previous year. Earnings per share of common stock amounted to \$5.87 compared with \$5.11 the previous year. Earnings averaged 3.3% of sales.

Total sales of the company for the fiscal year ended May 31, 1950, amounted to \$395,834,706, a decline of \$14,811,858 from the previous year.

Wages and salaries, including retirement benefits, were \$45,568,148, up \$1,845,653 from the 1949 total of \$43,722,495.

Dividends declared on the common stock, including a 50¢ year-end extra, totaled \$2.50, or 25¢ more than for

## Summary of Flour Quotations

July 29 flour quotations, in sacks of 100 lb. All quotations on basis of carload lots, prompt delivery:

	Chicago	Mpls.	Kans. City	St. Louis	Buffalo
Spring family	\$7.45	\$7.10	\$7.10	\$7.10	\$7.10
Spring top patent	6.90@6.35	6.25@6.45	6.10@6.30	6.05@6.20	5.80@6.15
Spring high gluten	6.25@6.45	5.90@6.10	5.80@6.15	5.70@6.05	5.65@5.90
Spring short	6.10@6.30	5.80@6.10	5.70@6.05	5.65@5.90	5.50@5.70
Spring standard	5.80@6.15	5.50@5.80	5.40@5.70	5.30@5.60	5.20@5.50
Spring first clear	5.35@5.70	5.00@5.30	4.90@5.20	4.80@5.10	4.70@5.00
Hard winter short	5.64@5.90	5.30@5.60	5.20@5.50	5.10@5.40	5.00@5.30
Hard winter standard	5.20@5.50	4.90@5.20	4.80@5.10	4.70@5.00	4.60@4.90
Hard winter first clear	4.80@5.10	4.50@4.80	4.40@4.70	4.30@4.60	4.20@4.50
Soft winter short patent	6.00@6.30	5.70@6.00	5.60@5.90	5.50@5.80	5.40@5.70
Soft winter standard	5.20@5.60	4.90@5.30	4.80@5.10	4.70@5.00	4.60@4.90
Soft winter straight	5.15@5.65	4.85@5.35	4.75@5.25	4.65@5.15	4.55@5.05
Soft winter first clear	5.20@5.75	4.90@5.40	4.80@5.30	4.70@5.20	4.60@5.10
Rye flour, white	4.40@4.55	4.35@4.55	4.25@4.40	4.15@4.30	4.05@4.20
Rye flour, dark	3.50@3.60	3.40@3.50	3.30@3.40	3.20@3.30	3.10@3.20

New York Phila. Boston Pittsburgh Atlanta



the previous year. Total dividends to the approximately 13,500 holders of all classes of stock were \$6,443,249. Earnings retained for use in the business were \$6,807,969.

#### Pillsbury Mills, Inc.

MINNEAPOLIS—Pillsbury Mills, Inc., is in a better position than at the beginning of World War II to help meet any food or feed emergency that may come with the Korean conflict, Philip W. Pillsbury, president of the company, declared in the company's annual report for the fiscal year ended May 31, 1950.

The company's sales total for the year increased by \$525,000 over the previous year to amount of \$200,963,966.

Net earnings for the year, totaling \$1,524,915, were \$2.16 a share on common stock as compared with \$3.51 last year. The report pointed out that margins continued narrow in the highly competitive bakery flour business and lower in soybean processing.

#### Flour Mills of America, Inc.

KANSAS CITY—Flour Mills of America, Inc., Kansas City, made net profits of \$612,278 in the past year, compared with \$1,138,802 in the preceding year, the annual report for the year ended May 31, 1950, reveals.

Milling operations resulted in substantial losses but satisfactory profits were realized on grain storage and merchandising operations and by the packaged goods department, the report states.

In line with the general trend in the flour milling industry, net sales decreased considerably in the past year. Sales amounted to \$80,583,084 compared with \$115,301,496 in the previous year.

Earnings were equal to \$1.25 a share of common stock outstanding, after providing for dividends on the preferred stock. This compares with \$2.47 in the preceding report.

#### Tex-O-Kan Flour Mills Co.

DALLAS, TEXAS—Net profits, after taxes and other charges, of \$1,016,572 were reported by the Tex-O-Kan Flour Mills Co., Dallas, in its annual report for the year ending May 31, 1950. This compares with \$1,096,206 earned in the preceding year.

Because certain charges against this year's income were incurred in prior years, profits actually were larger this year than last, J. P. Burrus, president of the company, said

in his letter to stockholders. This result was accomplished in spite of the fact that sales were smaller, Mr. Burrus said. The decline in sales was a reflection not only of a general flour milling industry condition, but also was because of a deliberate policy of limiting losses through limiting sales.

#### Standard Milling Co.

CHICAGO—The Standard Milling Co., in its fifth annual report to its stockholders, showed a profit of \$143,009 on sales of \$39,902,062. The board of directors, at its June meeting, declared a dividend of 15¢ a share on the 375,000 shares of common stock outstanding. Earnings during the year closed May 31 were equal to 38¢ a share on the common stock.

Profits for the fiscal year ended May 31, 1949, amounted to \$10,209 on sales of \$43,639,833, for earnings of 3¢ a share on the common stock outstanding.

The company's total assets are shown at \$11,470,757, as compared with total liabilities of \$5,050,437.

#### BUFFALO MILLS CLOSED

BUFFALO—A work stoppage in flour mills in Buffalo was brought about Aug. 1 by a strike of employees of 15 of the city's grain elevators.

#### INTERSTATE BAKERIES CORP. REPORTS SMALLER PROFIT

KANSAS CITY—A net income of \$1,175,743 is reported by Interstate Bakeries Corp., Kansas City, for the 28 weeks ended July 15, 1950, after depreciation and interest and after provision of \$720,617 for federal income taxes.

This is equal, after preferred dividends, to \$3.21 a share of common stock. This compares with net income of \$1,282,282 in the corresponding period of 1949, equal, after preferred dividends (adjusted to number of preferred shares outstanding in 1950), to \$3.56 a common share outstanding.

Shares outstanding consist of 75,000 \$4.80 preferred and 305,442 common.

Net sales for the first 28 weeks of 1950 totaled \$29,459,873 against \$29,944,670 in the same period of 1949.

Between May 21, 1950, and July 1, 1950, two Illinois plants and eight California plants were closed down by strikes for various periods of time ranging from 10 to 21 operating days, equivalent to one plant being closed for 119 days, the company pointed out.

## Wet Harvest Retards Chemists' Report on S.W. Wheat Qualities

KANSAS CITY—Slow harvesting continued to interfere with the complete performance study of new crop southwestern wheats, the Southwest Cereal Chemists crop reporting committee said in its fourth statement issued after a meeting July 26 in Kansas City. The committee issued the following report:

"Since the last report harvest has progressed upward through southern Nebraska and eastern Colorado. Continued heavy rains and shortage of boxcars have greatly curtailed shipments of wheat from this area and the committee members felt that sufficient samples had not been obtained at this time to write a final summary on the southwest crop. This report will, accordingly deal with wheat from above mentioned section as we have found it to date.

"Protein averages 12.50-12.60% on Nebraska samples, with the lowest range found in the southeastern part of the state of around 9.5-10%, increasing as we go westward to a high of about 15%. Northern Kansas wheats follow the same general protein increase from east to west, with a range from 10.4 to 15.2, with an average of 12.90%. Colorado samples tested to date averaged 12.88% protein.

#### Weight Continues Lighter

"Test weights are continuing lighter due to weather conditions and are running from 57 to 63 lb., with an average of just under 60 lb. Practically all wheats obtained from this central area are bleached, while the eastern Colorado and panhandle of Nebraska wheats show little or no weathering and are dry and bright in color.

"Ash results on experimentally milled flours continue as high, in most instances, as last year, although there is considerable range in samples from the same areas. The later maturing varieties seem to have greater tendency toward higher ash than did the early varieties at first reported.

"Absorption has decreased slightly over the last two weeks due principally to the adverse harvesting conditions, but it still remains higher than last year's crop.

"Diastatic activity is still continuing higher than last year, thus requiring less malt supplement to bring flour up to accepted trade requirements. This seems to hold true for the entire southwest area, with the exception of the earliest harvested wheats of Oklahoma and Texas, where they are finding higher malt supplements necessary.

"Comanche, Cheyenne, Wichita and Nebred varieties are more predominant in this area than have been encountered on this crop, and their inherent longer mixing times and mechanical tolerances are apparent in the samples now appearing. With this goes better grain and texture, and an improvement in the outward appearance of the loaves of bread. There seems to be an ample supply of these type varieties to supply trade that require this type wheat for their milling blends.

"Fermentation tolerance is increasing, but is still under last year's.

"Bromate requirements are increasing slightly with the crop movement, but they are still considered light, and less required than last year. Bleaching requirements will be light as heretofore reported; first, because of the lighter natural color of new crop flours, and second, their ease of

oxidation. Very few heavy yellow pigmented wheats have been encountered.

"Due to the large carry-over of old wheat few mills have milled commercial mixes containing over 50% new crop wheat, and the transition to all new wheat will be slow through the area, and it will be some time before the committee will have any data on 100% commercially milled new flours. For this reason, the final report of this committee will be delayed from two to four weeks, or until such time as actual commercial blends have been established for the coming year."

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#### CONFERENCE ON NEW CROP FLOUR SET FOR SEPT. 25

KANSAS CITY—The fifth annual conference on the southwestern new crop flour will take place at the President Hotel here Sept. 25. The meeting will begin at 12:15 p.m.

The conference is sponsored annually by the Midwest Bakers Allied Club and the Kansas City section of the American Association of Cereal Chemists, with many guests participating in the program. The round table discussion this year will be under the chairmanship of Harvey Rodgers, El Dorado, Kansas, president of the Midwest Bakers Allied Club.

In charge of the program are Roland W. Selman, R. W. Selman Associates, Kansas City, representing the Midwest Bakers Allied Club, and Dr. Byron Miller, Kansas State College, Manhattan, representing the American Association of Cereal Chemists.

Ralph Herman, General Mills, Inc., Minneapolis, will be one of the discussion leaders. Mr. Herman will describe the size of the crop, yield and characteristics from the milling standpoint.

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#### PURITY BAKERIES CORP. REPORTS \$1,597,816 NET

CHICAGO—Purity Bakeries Corp. for the 28 weeks ended July 15, 1950, has reported consolidated net income of \$1,597,816 after interest, depreciation, federal taxes, all other charges and deduction for minority interest.

This net income amounts to \$1.98 a share on 805,045 shares of common stock outstanding, and compares with net income of \$1,431,683 or \$1.78 a share for the corresponding 28 weeks of 1949.

For the 12 weeks ended July 15, 1950, consolidated net income was \$596,131 after all charges and minority interest. This net income amounted to 74¢ a share and compares with net income of \$548,787 or 68¢ a share for the corresponding 12 weeks of 1949.

The board of directors of Purity declared a regular quarterly dividend of 60¢ a share on the common stock of the corporation, payable Sept. 1, 1950, to stockholders of record Aug. 17, 1950.

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#### SUNSHINE BISCUITS, INC., REPORTS 6-MONTH PROFIT

NEW YORK—Sunshine Biscuits, Inc., and its subsidiaries has reported a six months' net profit of \$3,425,104, equal to \$3.35 a common share, compared with \$3,660,389, or \$3.58 a share in the like period of 1949.

## The Stock Market Picture

Quotations on baking, milling and allied stocks listed on the New York Stock Exchange and the New York Curb Market:

	1950		1950		1950	
	High	Low	July 1, Close	July 29, Close	July 29, Close	July 29, Close
Burby Biscuit Corp.	5 1/4	3 3/4	3 3/4	3 3/4	3 3/4	3 3/4
Continental Baking Co.	19 1/2	14 1/2	15 1/2	14 1/2	14 1/2	14 1/2
General Baking Co., \$5.50 Pfd.	100	95 1/2	95 1/2	95 1/2	95 1/2	95 1/2
General Baking Co., \$8 Pfd.	166	150	148 1/2	146 3/4	146 3/4	146 3/4
Great A. & P. Tea Co.	146 1/2	128 1/2	126 3/4	123 1/2	123 1/2	123 1/2
Great A. & P. Tea Co., \$5 Pfd.	137	130	133	133	133	133
Hathaway Bakeries, Inc., "A"	11 1/2	9 1/2	9 1/2	9 1/2	9 1/2	9 1/2
Horn & Hardart Corp. of New York	34	32 1/2	32 1/2	31 1/2	31 1/2	31 1/2
Horn & Hardart Corp. of New York, \$8 Pfd.	167	158	159	160	160	160
National Biscuit Co.	39 1/2	35 1/2	34 1/2	34 1/2	34 1/2	34 1/2
Purity Bakeries Corp.	186	181 1/2	177 1/2	181	181	181
Sunshine Biscuits, Inc.	34 1/2	30	29 1/2	28 1/2	28 1/2	28 1/2
United Biscuit of America	63 1/2	55	53 1/2	50 1/2	50 1/2	50 1/2
United Biscuit of America, \$4.50 Pfd.	33	28	28 1/2	26 1/2	26 1/2	26 1/2
Wagner Baking Co.	110	106 1/2	109 1/2	108 1/2	108 1/2	108 1/2
Ward Baking Co., Warrants	9 1/4	7	7	6	6	6
Ward Baking Co.	6 1/2	4 1/4	3 1/2	3 1/2	3 1/2	3 1/2
Ward Baking Co.	19 1/2	15 1/2	15 1/2	15	15	15
Ward Baking Co., \$5.50 Pfd.	105 1/2	97	101 1/2	99 1/2	99 1/2	99 1/2

Closing bid and asked prices on stocks not traded July 1:  
 Omar, Inc. Bid 15 1/2 Asked 17  
 Wagner Baking Co., Pfd. 111 1/4 114

# Bakers of America Planning Group Urges Enlarged Consumer Program

CHICAGO — Tentative plans for the 1951 Bakers of America Program were reviewed and discussed July 19-20 at a special two-day meeting of the American Bakers Assn. program and planning committee at the Ambassador East Hotel here.

It was the consensus that the industry was living in a better business climate than at any time in history. Much of this was credited to the existing determination to create a greater public appreciation, through the Bakers of America Program, for the baker and the products he bakes.

It was emphasized also that program funds made available to the American Institute of Baking for use exclusively in the consumer service department have permitted increased activity in this important work. Through this phase the program is doing a more adequate job of education in the consumer, educational, nutritional, and medical fields. This activity will be enlarged even more as funds become available, it was pointed out.

The following motions were unanimously approved:

- That the members of the Bakers of America program and planning committee strongly recommend that the American Bakers Assn. and the baking industry make the Bakers of America Program a continuing and permanent one, and that the annual budget total and methods of subscription be determined as is customary at suitable intervals by the board of governors of the American Bakers Assn.

- That the Bakers of America Program's budget continue to include and cover the activities of the consumer service department of the American Institute of Baking, and that these activities be enlarged as quickly as it is sound and practical.

Suggestions made by the committee for 1951 closely follow those of the 1950 program, enlarging upon and emphasizing the services rendered to the baker, grocer, and allied trades by the Bakers of America Program. These services, in turn, are reflected on the consumer, who also benefits.

The decennial anniversary of the enrichment program—1941 to 1951—was discussed, and an advertisement telling of the importance of enriched bread in the daily diet, was suggested. The decennial theme was also suggested for the springboard of the public relations department.

## Tie-In Sales Stressed

During 1951, the consumer education department, field merchandising and advertising will be basically the same as 1950, with the latter two departments continuing to stress tie-in sales promotion, which proved so successful during the first six months of 1950.

What can be done to enlighten the sincere, or otherwise, food faddist, as well as those who hold the idea that baked foods are fattening, was also discussed.

The meeting was called to order by M. Lee Marshall, Continental Baking Co., New York, chairman of the board of the American Bakers Assn. John T. McCarthy, Jersey Bread Co., Toledo, president of the association and chairman of the committee, gave a review of the committee's previous meeting.

How the committee's thinking and

plans made last January have been transposed into a formidable operating program was outlined by Walter H. Hopkins, director of the Bakers of America Program.

Howard O. Hunter, executive vice president of the American Institute of Baking, told the group how the consumer education department was working in close harmony with such groups as nutritionists, doctors and educators. These groups, Mr. Hunter said, have much influence over the opinions of the public, and their endorsement of bakery products furthers the bakers' message of the goodness of his products.

The activities and achievements of the advertising, consumer education, field merchandising, and public re-

lations departments during the first six months of 1950 were related to the group.

## Advertising Media Discussed

Slides, proofs, and art examples of the advertising department were displayed for the benefit of the committee, along with a discussion of the media. A summary of the working of the public relations department—50,000 in. of newspaper print, 30,000 in. of publicity in trade papers, television and radio shows, tear-sheet, and films—was given.

A report on the operations of the consumer education department and kits and films from the field merchandising groups were also presented.

## ARBA Series Helps Retail Bakers Capitalize on National Ad Plans

CHICAGO—The Associated Retail Bakers of America has announced the release of the first of a proposed series of ARBA merchandising plans designed to promote closer and more effective tie-up between the individual retail baker and the nationwide advertising of the Bakers of America Program.

The first of the series, which went out to ARBA members in late July, is specifically concerned with tie-up with the Bakers of America angel food cake advertisement which appears in the Aug. 1 issue of Look magazine. It is understood that plans are also under way for similar tie-up plans with future Bakers of America Program advertising.

## Look Ad a "Natural"

As pointed out in the introduction to the current ARBA mailing piece, "The striking, full-page, full-color ad on bakers' angel food cake in the Aug. 1 issue of Look magazine is such an obvious 'natural' for every retail baker, that your ARBA has developed an A-B-C merchandising plan to help you supplement and take advantage of its powerful initial impact through your own point-of-sale tie-up."

The A-B-C Plan referred to is as basic and as simple as its title indicates, the tie-up suggestions are of the most practical nature and are confined to the retail bakery window, counter and salesgirl.

Major emphasis in the plan is on the tie-up possibilities of the retail bakery window, which is described as "the advertising medium that can concentrate and reflect the Bakers of America million-dollar advertising program at your front door."

Three basic window displays are pictured and described in the A-B-C merchandising plan booklet, but the point is made that since all bakeries differ in the size and shape of their display windows, and in the type of their display accessories, the A-B-C displays should be used as guides rather than exact models.

It is also emphasized that the only "must features" in the suggested displays are the free materials supplied by the ARBA, which tie-up directly with the angel food cake advertisement. These free materials include several reprints of the Look maga-

zine ad, a permanent easel-back display card for use with both current and future Bakers of America Program advertisements, and a number of Look magazine gummed stickers for use on display counters or in building additional display cards.

## Display Instructions

The instructions for the retail baker's production of additional display cards are typical of the practical and inexpensive tie-up suggestions that characterize the entire A-B-C plan, it is pointed out. Nothing is

suggested that will involve the expenditure of anything more than the time and ingenuity of the retail baker, and the more effective use of the merchandising materials and personnel he already has on hand—his window space, his counter space and his salesgirls.

Ideas for counter display and suggestive selling by retail salesgirls are covered under points "B" and "C" of the plan. However, it is explained that once the window display theme and tie-up have been developed their extension to the counter and to the salesgirl's selling is a comparatively easy matter.

Retail bakers who have already seen the new ARBA merchandising plan are enthusiastic about the specific material and the proposed program of continuing tie-up with future Bakers of America advertising.

They believe it will provide the answer to a longfelt need for both advance notice and practical suggestions on when and how to tie-up locally with the nationwide campaign.

The ARBA paid tribute to the cooperation extended by both the Bakers of America and Look magazine in supplying the materials necessary for the first plan and in their joint program of cooperation for the future. The ARBA emphasizes that the proposed tie-up plans will have the additional and extremely important advantage of helping to train retail bakers in the fundamentals of good window display, even during periods when no Bakers of America Program advertising tie-up is contemplated.

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## NAMED BY LANGENDORF

SAN FRANCISCO—Richard E. St. John has been appointed advertising manager of Langendorf United Bakeries, Inc., San Francisco.

## Named to Head ARBA Committee



Harvey J. Patterson



Albert Pleus

CHICAGO—Harvey J. Patterson, Pillsbury Mills, Inc., Minneapolis, and Albert Pleus, Standard Brands, Inc., New York, has been selected as chairman and co-chairman of the allied advisory committee of the Associated Retail Bakers of America for the year of 1950-51. The appointments were made during the recent ARBA convention in Long Beach, Cal.

Mr. Patterson stated "My predecessor, Jack Eagen of Procter & Gamble, has laid a sound structure that

we can build upon in 1950-51. As I see it, ARBA is in a strong position to contribute great benefits to all retail bakers. Our committee will carry on an intense program to interest more allied firms in ARBA's program and to prepare timely and powerful merchandising kits that will increase retail bakers' sales and profits."

Mr. Pleus, who will guide the committee's merchandising activities, has already completed the preliminary plans for the committee merchandising program.





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# Staphylococcus Food Poisoning

**A**LTHOUGH food poisoning has afflicted man for centuries, the cause of perhaps the most common type has been unknown until within the last two decades. In 1879 Henry Leffmann, lecturer in toxicology in the summer school of Jefferson Medical College, called attention to the frequency with which cream puffs had been implicated in outbreaks of food poisoning.

He wrote, "I have made chemical examinations of portions of cream puffs, which have caused trouble but have not found anything which could be assigned as the cause of the action."

Although outbreaks of food poisoning have been common, and many of the implicated foods have been tested and fed to experimental animals, most workers have had the same experience as Henry Leffmann.

In the early days chemists turned their efforts to a study of putrefaction when attempting to determine the causes of food poisoning outbreaks. In this connection, some of the chemical products extracted from putrefied matter received the name of "ptomaines"; the term "ptomaine" being coined in 1870 by the Italian toxicologist, Selmi. The word was taken from the Greek "ptoma" meaning "corpse." Today, there is no single chemical entity recognized as a "ptomaine," and from the chemist's standpoint this term is meaningless. It is now well known that some of these products extracted from putrefied matter cause food-poisoning symptoms in experimental animals only when introduced into the tissues as such but are without effect when given by mouth.

Man has for many years incorporated certain putrefied foods in his diet; limburger cheese is a common example. It was observed as far back as 1884 that although outbreaks of food poisoning sometimes occurred from cheddar cheeses, none occurred from limburger cheese, which certainly contained the so-called "ptomaines."

It is now known that the bacterium called staphylococcus is the cause of perhaps the greatest number of food-poisoning outbreaks in this country. These outbreaks are often erroneously called "ptomaine" poisoning. The staphylococcus, which was seen as early as 1880 by Pasteur in pus, appears as a small, round organism growing in clusters somewhat like a bunch of grapes when appropriately stained and viewed under the microscope. These bacteria are extremely common in our environment and may be found in the throat, on the skin and in the air. In fact, everyone of you is carrying strains of staphylococci. They are the cause of pimples and boils, and some outbreaks have been traced to food handlers having boils on their arms, hands or fingers. Following a cold the mucopurulent discharge from the nose contains millions of staphylococci. It is therefore impossible to exclude staphylococci from our environment.

Fortunately, not all staphylococci can cause food poisoning, but at the present time we do not know what percentage of all staphylococcus strains have this property. There is reason to believe that food-poisoning staphylococci represent only a small portion of all the strains. In order to cause food poisoning, a food-poisoning strain of staphylococcus must first grow in a food and produce its poison.

It is the poison and not the staphy-

**By Dr. G. M. Dack  
University of Chicago**

lococcus itself which causes illness in man. This illness usually comes on within 2½ to 3 hours after eating the poisonous food, and it gives rise to nausea, vomiting, cramps, diarrhea and in severe cases, acute prostration. The acute illness is usually of short duration and may be over

in 5 or 6 hours. In severe cases patients may be incapacitated for one or two days, although people afflicted are generally up and about their business the following day. Occasionally death occurs, but only among debilitated people, young children or the aged.

The staphylococcus was one of the earliest germs to be associated with disease. As early as 1884 it was found as the principal organism in cheddar cheese which had made people ill.

When either the cheese itself or cultures of the organism obtained from the cheese were fed to experimental animals, no illnesses developed among them. However, a man working in the laboratory ate a small piece of the cheese and became ill in 2½ hours, thus indicating man's susceptibility to the poison as compared to that of experimental animals.

Following these cheese episodes, further outbreaks involving other food items were reported. Here, too, the staphylococcus was isolated as the principal organism, and again laboratory animals were fed the incriminating foods or cultures isolated

# Fleischmann's Yeast...

**For the finest fermentation—  
the kind that helps you  
make better products to  
build business, use  
Fleischmann's Yeast.**

**MAKE IT BETTER—SELL MORE OF IT.** Yes, the way to increase sales is to bake better products. That means you'll want the dependability and uniformity of Fleischmann's Yeast to assure you the finest fermentation.

It is constant improvement over the years that has made today's Fleischmann's Yeast the finest for fermentation that you can buy. And, at every stage—during manufacture and delivery—Fleischmann carefully protects the high quality of its product.

This year, as for over 80 years, the makers of Fleischmann's Yeast will devote every effort towards safeguarding

**fermentation—your business and our business.**



# Fleischmann's

from the foods without any ill effects. This difference in susceptibility between experimental animals and man is the reason that so many years have elapsed before staphylococcus food-poisoning was generally recognized.

In 1914 in the Philippine Islands, Dr. Barber traced the cause of his illness, which occurred nearly every time he visited a particular farm, to the milk coming from a particular cow with an infected udder, from which staphylococci were isolated. When he drank the milk taken directly from the diseased udder, no ill effects followed. However, if this milk was allowed to stand at 86 degrees

Fahrenheit for 4 to 5 hours, it became poisonous and caused illness when drunk by Dr. Barber and his human volunteers. In spite of this classic work done in 1914, no attention was given to the relationship between staphylococci and food poisoning until after our Chicago experience in the winter of 1929.

The role of staphylococci in food poisoning was rediscovered in 1929 when Dr. W. E. Cary brought to my laboratory two Christmas cakes which had been submitted to him by two of his physician friends who had received them as gifts. The cakes were three-layer sponge cakes with a thick

cream filling, ornately iced and decorated with chopped pistachio nuts and maraschino cherries. They had been baked on Dec. 23 or 24 in a commercial Italian bakery in Chicago and were delivered on the afternoon of the 24th. They presumably had been refrigerated at the bakery but were not kept in the icebox by the recipient. The cakes had been served on Dec. 26; one at various times to five adults and three children, and the other for dinner to three adults. All 11 individuals who had eaten the cakes became ill. The victims were from four different families, thus eliminating other food items as the

**EDITOR'S NOTE:** The accompanying article by Dr. G. M. Dack, University of Chicago, comprises the essential text of an address delivered by Dr. Dack before the wholesale pie branch session of the 1949 American Bakers Assn. convention in Atlantic City. In it he reports on the work devoted to the chemical study of staphylococcus food poisoning and the basic research leading toward the development of inhibitors.

cause of the illnesses. More than half of each cake was available for laboratory study, and laboratory work was begun 15 hours after the cakes had been first cut.

In the laboratory procedures carried out in investigating this outbreak, we encountered the same problems of our numerous predecessors. When the cake was fed to laboratory animals, no ill effects occurred. Tests for mercury and arsenic were carried out and our results, like those of previous workers investigating similar outbreaks, were negative. However, when portions of the cake were fed to human volunteers, severe illness resulted. In a subsequent bacteriological study, human volunteers were made ill when they were fed extracts of the staphylococcus cultures which had been isolated from the cake.

Since this outbreak there has been world-wide recognition of staphylococcus food-poisoning, but our knowledge is still too inadequate to work out a method for its prevention. The poison produced in food by the growth of these food-poisoning staphylococci is resistant to heat, and people have been made ill when such foods have been boiled. Although boiling kills the staphylococcus, it does not destroy the poison. Salt and sugar in concentrations sufficient to kill the germ which causes typhoid fever do not prevent the staphylococcus from growing and producing its poison.

The staphylococcus, therefore, in comparison with the typhoid bacillus has a wider range of foods in which it can grow. The disease which is caused by the typhoid bacillus living in the intestine of man can readily be controlled by improvements in sanitation, whereas when dealing with the omnipresent staphylococcus, no such control is possible.

#### Refrigeration a Preventive

Food-poisoning staphylococci do not grow and produce their poison at temperatures obtained in the ordinary, mechanical refrigerators. Therefore, refrigeration of perishable foods is at present the best means of preventing this type of food poisoning. As was indicated in the case of milk from the infected udder of a cow, only 4 or 5 hours at a warm temperature are necessary for the poison to be formed.

In our study of staphylococcus food poisoning we hope to work out more satisfactory methods of control. If this problem had been simple, the answer would have been found approximately 70 years ago. One of the most important objectives of our study is to determine the chemical nature of the poison. Until this is known, it is unlikely that any simple test for the detection of the poison in foods will be forthcoming.

If the chemistry of this substance can be determined and a simple test for its detection worked out, then every food processor will have an available method to determine the

(Continued on page 55)

# For Finest Performance



In the new,  
bright blue-and-white  
striped wrapper

**Yeast** — always *“busy”* in the dough...  
**NEVER FLASHY...NEVER SLOW!**



# Decorate and Flavor with Walnuts

## WALNUT FUDGE CAKES

**Cream together:**  
2 lb. 8 oz. granulated sugar  
1 lb. butter  
1 lb. shortening  
½ oz. soda  
1 oz. salt

**Add gradually:**  
12 oz. egg yolks

**Sift together:**  
2 lb. 12 oz. cake flour  
1¼ oz. baking powder

**Add this alternately with:**  
2 lb. 8 oz. buttermilk

**Then add:**  
1 lb. melted bitter chocolate

**Stir in:**  
1 lb. 4 oz. chopped walnuts

**Then beat light and fold in carefully:**

1 lb. 8 oz. egg whites  
1 lb. granulated sugar

Scale into pans of desired size. After baking and when cool, ice with the following icing.

### Chocolate Butter Icing

**Mix together:**  
3 lb. 8 oz. powdered sugar  
10 oz. evaporated milk

**Add:**  
8 oz. melted bitter chocolate

**Stir in:**  
8 oz. melted butter  
Vanilla to suit

Ice the cakes and sprinkle chopped pecans on top of them. If desired, whole pecans may be placed on various spots on top of the cakes.

## WALNUT MUFFINS

**Cream together:**  
1 lb. granulated sugar  
6 oz. shortening  
¾ oz. soda  
¾ oz. salt

**Add gradually:**  
8 oz. whole eggs

**Stir in:**  
1 pt. light molasses

**Add:**  
2 lb. milk

**Sieve together and add:**  
2 lb. 4 oz. bread flour  
1½ oz. baking powder

**Then add:**  
12 oz. bran  
1 lb. chopped walnuts  
Deposit into greased muffin or cup cake pans. Bake at about 375° F.

## WALNUT KISSES (BAG)

**Beat light:**  
3 lb. powdered sugar  
1 pt. egg whites  
A pinch of cream of tartar  
A pinch of salt

**Then fold in carefully:**  
12 oz. fine chopped walnuts  
A little maple flavor

Run out with a large star tube on greased and dusted pans. Bake in a cool oven (250 to 275° F.).

## WALNUT BUTTERSCOTCH COOKIES (BAG)

**Cream together:**  
2 lb. 8 oz. brown sugar  
6 oz. shortening  
4 oz. butter  
½ oz. salt

**Add slowly:**  
1 lb. whole eggs

**Sieve together and mix in until smooth:**

1 lb. 12 oz. bread flour  
½ oz. baking powder

**Then add:**

## The Popular Walnut Blends with Nearly All Baked Products to Lend Variety and Spark Sales

★ ★ ★  
**By A. J. VANDER VOORT**  
Technical Editor, The American Baker

12 oz. ground or chopped walnuts

Run out with a bag and plain tube, on slightly greased pans, about the size of a silver dollar. Allow the cookies to dry for a few minutes and then flatten the tops. Wash with an egg wash and place a walnut on top of each cooky. Bake at about 360° F.

## WALNUT QUICK BREAD

**Mix together:**  
12 oz. granulated sugar  
12 oz. shortening  
¾ oz. salt  
¾ oz. soda

**Stir in:**  
1 pt. honey

**Then add:**  
4 lb. milk

**Mix in:**  
1 lb. 4 oz. chopped walnuts  
1 lb. 4 oz. chopped dates

**Sift together and mix in:**  
4 lb. 8 oz. flour  
½ oz. cream of tartar  
Deposit into greased loaf cake pans and bake at about 360° F.

## WALNUT ICEBOX COOKIES

**Cream together:**  
1 lb. brown sugar  
1 lb. shortening  
1 lb. butter  
¾ oz. salt  
Vanilla to suit

**Add:**  
6 oz. whole eggs

**Mix in:**  
3 lb. pastry flour

**Then mix in:**  
1 lb. 8 oz. chopped walnuts

Roll the dough up in pieces about 14 in. long and about as big around as a silver dollar. Roll in waxed paper and place in a refrigerator overnight or until cold. Cut into pieces about 3/16 in. in thickness,

using a sharp knife. Place on lightly greased pans and bake at about 375° F.

## WALNUT BREAD (QUICK)

**Cream together:**  
2 lb. granulated sugar  
12 oz. shortening  
½ oz. salt  
1 oz. soda

**Add gradually:**  
1 lb. whole eggs

**Stir in:**  
4 lb. 8 oz. milk

**Sift together and mix in until smooth:**

4 lb. cake flour  
1½ oz. cream of tartar

**Then mix in:**  
1 lb. 8 oz. chopped walnuts  
Bake at 380° F. in loaf cake pans.

## WALNUT DATE BREAD

**Cream together:**  
1 lb. granulated sugar  
4 oz. shortening  
2 oz. salt  
2 oz. soda

**Stir in:**  
1 pt. honey  
1 pt. molasses

**Add:**  
4 lb. milk

**Add and mix well:**  
1 lb. corn meal  
1 lb. whole wheat flour  
8 oz. rye flour  
3 lb. bread flour  
1 oz. baking powder

**Then add and mix in:**  
2 lb. chopped dates  
2 lb. chopped walnuts

This bread is baked in Boston Brown Bread tins and steamer. Scale 17 oz. per tin. The tins and covers should be greased. The steamer should be filled with water up to the top of the inside bottom plate. Bake for two hours at about 380° F.

## WALNUT TARTS

**Short Paste (For Lining the Tart Tins)**

**Rub together:**  
1 lb. 8 oz. sugar  
8 oz. butter  
8 oz. shortening

**Add gradually:**  
8 oz. whole eggs

**Stir in:**  
1 lb. milk  
Vanilla to suit

**Sift together, add and mix in until smooth:**

4 lb. 12 oz. cake flour  
1¼ oz. baking powder

## Tart Filling

**Mix together:**  
2 lb. medium brown sugar  
1¼ lb. corn syrup  
2 lb. honey  
¾ oz. salt  
½ oz. cinnamon

**Stir in:**  
5 oz. melted butter

**Add gradually:**  
1 lb. 12 oz. whole eggs

**Then stir in:**  
1 lb. 8 oz. chopped walnuts  
8 oz. macaroon coconut

Fill into lined tart tins and bake at about 350 to 360° F.

## WALNUT DROPS

**Cream light:**  
2 lb. granulated sugar  
1 lb. shortening  
3 oz. milk solids (non-fat)  
½ oz. salt

**Add gradually:**  
12 oz. whole eggs

**Stir in:**  
1 lb. 8 oz. water

**Sieve together and add:**  
3 lb. flour  
2 oz. baking powder

**Fold in and mix until smooth:**  
1 lb. fine ground citron  
1 lb. 8 oz. chopped walnuts

Drop out on lightly greased and dusted pans about the size of large walnuts. Sprinkle chopped walnuts on top of the cookies and bake at 375° F.

## WALNUT COFFEE CAKE TOPPING

**Bring to a boil on a slow fire:**  
1 lb. chopped walnuts  
1 lb. butter  
1 lb. granulated sugar  
4 oz. honey  
8 oz. milk

Stir this mixture constantly to prevent burning. Allow it to cool to blood heat before using. Wash the coffee cakes with an egg wash before spreading the topping on.

## WALNUT WAFERS

**Cream together until light:**  
3 lb. granulated sugar  
1 lb. 8 oz. shortening  
¾ oz. salt  
Vanilla to suit

**Add gradually:**  
1 lb. 2 oz. whole eggs

**Stir in:**  
1 lb. melted bitter chocolate

**Add and mix in until smooth:**  
1 lb. 2 oz. cake flour

**Stir in:**  
1 lb. chopped walnuts

Deposit on lightly greased pans using a canvas bag and a No. 8 or 9 plain round tube. Flatten the wafers before baking. Bake at about 340° F.

## Walnut Varieties

**S**ALES minded bakers are becoming more and more aware of the popularity of walnuts. They are not only tops in decoration but also in taste, flavor and appearance. They blend perfectly with any number of bakery products. The baker, when purchasing walnuts, should check very closely on the quality and appearance. The use of off-flavored walnuts quickly spoils the eating quality of the baked goods. It is very much worthwhile to pay a slightly higher price for really good walnuts. Too large a stock of walnuts should not be kept on hand as it is important that they be used fresh. It is best to purchase them in small quantities because the average baker does not have proper facilities for storing them. They should be stored in a cool place. The walnuts should not be chopped too fine. They should be readily identified either in the products or on top. When featuring walnut baked products, it has been found that by displaying a large quantity of whole walnuts in conjunction, sales are stimulated.



A. J. Vander Voort



**SOUTHERN WALNUT PIES**

Place in a machine and beat on second speed for about two minutes:

- 1 No. 10 can of corn syrup (light)
- 8 oz. granulated sugar
- 8 oz. flour
- 3 lb. whole eggs
- ½ oz. salt
- ¼ oz. cinnamon

Then slow the machine down to third speed for about one minute. Fill lined pie tins and sprinkle top of pies with chopped walnut pieces before baking.

**WALNUT COOKIES (HAND CUT)**

**Cream together:**

- 2 lb. granulated sugar
- 1 lb. 4 oz. shortening
- ¾ oz. salt
- ½ oz. mace

**Add gradually:**

- 8 oz. whole eggs

**Stir in:**

- 4 oz. milk
- Vanilla to suit

**Sieve together, add and mix in:**

- 2 lb. 12 oz. flour
- 1½ oz. baking powder

Roll out to about 3/16-in. in thickness and cut out with an oblong cutter. Wash with an egg wash and dip in ground or chopped walnuts. Place on lightly greased pans and bake at about 380° F.

**WALNUT HONEY CAKES**

**Cream together:**

- 1 lb. 12 oz. granulated sugar
- 1 lb. 2 oz. shortening
- 1½ oz. salt
- 12 oz. honey

**Stir in gradually:**

- 12 oz. egg whites

**Mix together and add alternately with the flour:**

- 2 lb. 4 oz. milk
- 6 oz. granulated sugar
- Vanilla to suit

**Sift together and mix until smooth:**

- 2 lb. 8 oz. cake flour
- 2 oz. baking powder

**Stir in:**

- 1 lb. 4 oz. chopped walnuts

Bake at about 360° F.

After the layers are baked and cool, ice them with the following icing.

**Walnut Cream Icing**

**Mix together:**

- 1 lb. 8 oz. shortening
- 1 lb. butter
- 1½ oz. salt
- 12 oz. milk solids (non-fat)

**Add gradually:**

- 2 lb. water

**Then add and beat until light:**

- 10 lb. powdered sugar
- Vanilla to suit

**Then stir in:**

- 1 lb. 8 oz. fine ground walnuts

**WALNUT POUND CAKE**

**Cream together for five minutes on low or medium speed:**

- 2 lb. 4 oz. powdered sugar
- 1 oz. salt
- 4 oz. invert syrup
- 12 oz. cake flour
- 1 lb. 8 oz. shortening

**Add gradually and cream for five more minutes:**

- 1 lb. 8 oz. egg whites

**Stir in:**

- 1 lb. liquid milk
- Vanilla to suit

**Sieve, add and mix in for five minutes:**

- 2 lb. 4 oz. cake flour

**Then stir in for one minute on low speed:**

- 2 lb. chopped walnuts

Deposit into pound cake pans and bake at about 340 to 350° F.

Note—Scrape down the bowl and creaming arm several times during the mixing period.

**WALNUT HONEY COOKIES**

**Cream together:**

- 4 lb. granulated sugar
- 2 lb. 8 oz. shortening
- ¾ oz. soda
- ½ oz. ammonia
- ½ oz. nutmeg

**Add:**

- 1 pt. honey

**Stir in:**

- 1 lb. whole eggs

**Then add:**

- 8 oz. liquid milk

**Mix together and incorporate:**

- 2 lb. macaroon coconut
- 4 lb. 8 oz. cake flour
- 1 lb. fine chopped walnuts

These cookies should be cut out with a 2½ or 3 in. cutter. Place on lightly greased pans. Wash with an egg wash and bake at 340° F.

**WALNUT CARAMEL ANGEL FOOD**

**Beat together on medium speed:**

- 4 lb. egg whites
- 1 oz. salt
- ¾ oz. cream of tartar

**Add gradually:**

- 2 lb. light brown sugar

**When the mixture holds a crease, add:**

- Vanilla flavor to suit

**Sift together thoroughly and fold in carefully:**

- 1 lb. 10 oz. good cake flour
- 2 lb. granulated sugar

**Then add and fold in carefully:**

- 10 oz. chopped walnuts

Deposit into pans of desired size and bake at about 340 to 350° F.

After baking and when cooled, cover the cakes with the following icing.

**Butterscotch Icing**

**Boil to 240° F.:**

- 1 lb. 8 oz. brown sugar
- 8 oz. butter
- 8 oz. water

**Cream on a machine for 3 minutes:**

- 5 lb. powdered sugar
- 2 lb. shortening

Add the boiled mixture gradually to the creamed mass.



Sales Are Often Stimulated if the Walnuts Are Readily Visible on the Product

**Then add and mix until smooth:**

- 12 oz. milk

If the color is too light, add a little burnt sugar or caramel color.

Ice the cakes and sprinkle chopped walnuts on top.

This icing may be thinned down by the addition of a little milk.

**WALNUT UPSIDE DOWN CAKES**

**Cream together:**

- 3 lb. sugar
- 1 lb. 8 oz. shortening
- 1 oz. salt
- Vanilla to suit

**Add gradually:**

- 1 lb. 8 oz. egg yolks

**Stir in:**

- 2 lb. milk

**Sift together and mix in until smooth:**

- 3 lb. good cake flour
- 1½ oz. baking powder

Deposit in prepared pans; liberally sprinkled with chopped walnuts.

**Prepared Glaze for Pans**

**Cream together:**

- 2 lb. 8 oz. shortening
- 5 lb. granulated sugar
- 1 lb. 8 oz. brown sugar
- 8 oz. flour
- 3 oz. salt

**Add gradually:**

- 1 pt. honey
- 1 pt. water
- Maple flavor if desired

Bake the cakes at about 360° F.

Remove from the pans immediately

after they come out of the oven.

Note—Grease the pans well before brushing in the prepared glaze.

**WALNUT NOUGATS**

**Cream together:**

- 2 lb. 8 oz. brown sugar
- 10 oz. shortening
- ¾ oz. salt

Vanilla to suit

**Add gradually:**

- 1 lb. 2 oz. whole eggs

**Sift together, add and mix in until smooth:**

- 1 lb. 10 oz. bread flour
- ½ oz. baking powder

**Then mix in:**

- 1 lb. 4 oz. chopped walnuts

Deposit into a greased and dusted bun pan and spread out evenly. Bake carefully at about 375° F.

When cool, cover with the following mixture.

**Nougat Topping**

**Stir together in a hot water bath:**

- 1 lb. 8 oz. granulated sugar
- 4 oz. butter
- 12 oz. macaroon coconut
- 6 oz. honey
- 3 oz. corn syrup
- 10 oz. egg whites

**Then stir in:**

- 6 oz. chopped walnuts
- 4 oz. melted bitter chocolate
- Vanilla to suit

Note—Heat the mixture enough so that it spreads easily. When spread on and cool, cut into pieces of desired size.

**WALNUT SPONGE CAKE**

**Beat together until light:**

- 3 lb. whole eggs
- 2 lb. powdered sugar
- ¾ oz. salt

**Add:**

- Vanilla to suit

**Then fold in carefully:**

- 1 lb. 6 oz. cake flour
- 1 lb. 6 oz. fine ground walnuts

Bake in layer cake pans at about 380° F.

After the cakes are baked and cool, fill and ice them with boiled icing. Pour a little chocolate icing on top of the iced cakes and then sprinkle walnut pieces on top.

**Chocolate Icing**

**Mix together:**

- 2 lb. 8 oz. powdered sugar
- 4 oz. corn syrup
- ½ oz. salt
- Vanilla to suit

**Add:**

- 8 oz. luke warm water

**Mix in:**

- 6 oz. melted bitter chocolate

**Stir in:**

- 2 oz. melted butter

Keep this icing in a warm water bath so that it will pour readily.



Walnut Ribbon Cake

# Bakery Machinery and Workers' Safety

★  
**By Alexander C. Wall**  
 American Machine & Foundry Co.

**E**ACH year sees a more widespread use of machinery in large and small bakeries. This increased use of machinery means both an opportunity and a threat for safety. More machinery brings a lower activity of workers and also lower worker density. Both of these contribute to the opportunity to increase safety. On the other hand, as the horsepower per worker rises, the threat of greater injury per accident definitely increases.

The manufacturers of automatic machinery today are very safety-conscious people. In designing their machinery, they keep asking constantly, "Is this mechanism safe?" Strangely enough, this simple question is frequently difficult to answer. To a bridge designer, the question of safety involves two basic elements; first, is the bridge strong enough so that it won't fall down and, second, are the guard rails reasonably high and secure. The bridge designer assumes that people will use his bridge only for crossing the stream. He does not try to make his bridge safe for people determined to harm themselves.

The machinery designer can easily make his machine so it will not explode, fly apart or fall down, as the bridge designer does. However, people do not, unfortunately, always regard the "guard rails" of a machine as they do the guard rails of a bridge. Thus, the machine designer must try to imagine how careless or inattentive people may become around the machine. There is no absolute measure.

While it is quite possible to construct a machine so that it is virtually impossible to be hurt by it, this makes the machine so inconvenient to use that operators will find ways to remove the safeguards. This then results in a machine frequently more

dangerous than one with less "safety." The machine designer tries, therefore, to strike a reasonable compromise by guarding against normal, inadvertent touching of the machine. He then relies on education to prevent injury in machine operation.

## Education in Safety

The subject of machine safety can be highlighted by a bit of fantasy. Machines should always be looked



upon as possessing a resentful and vindictive nature. They are forced by man to work for him for long hours. They resent this and are always watching for an opportunity to catch him unawares. They are never sorry about their misdeeds and, in the twinkling of an eye, will kick a man to death when he is down. Not only are machines resentful and vindictive, but they also have tremendous physical vigor to carry out their cruel ideas.

Compared to one manpower, practically all bakery machines have fantastic ability to exert maiming forces. A full-grown man, working as hard as he can on a bicycle driving a generator, does well to keep a 100-watt bulb lighted for a few moments. This is about 1/10 H.P. Compare this to a bread-wrapper powered by a 1 H.P. motor which, when challenged, can easily put out 2½ H.P.; so when a man challenges this machine, his split-second timing must be as good as precision cams, or the odds are 25 to 1 against him.

There are four general ways in which machines get an opportunity to be vindictive:

- People deliberately put their hands, heads or other parts of their body too close to moving mechanisms.
- People slip, trip or lose their balance near a machine and inadvertently touch it.
- Guards are removed from a machine, and people passing by are caught by moving parts.
- A machine is started by one man while another is working on it.

Let us look at each of these sources of accidents and outline proper protective measures.

## (1) Prevention of Deliberate Entanglement:

Education is about the only way to prevent accidents caused by deliberately entering a machine. The danger of machines should be con-

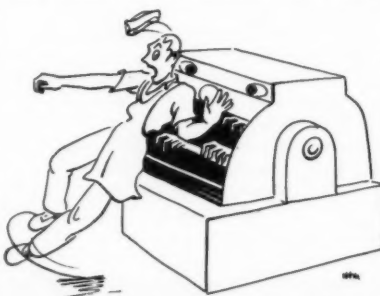
stantly dramatized, and rules for safety reiterated.

An example of the deliberate entanglement type of accident can be seen in the breadwrapper. Operators are tempted to try to snatch out a small piece of crumple between table strokes, or to grab a misplaced loaf from the infeed as it enters the machine. This requires being quicker than the machine, which a man can be sometimes. Eventually, however, a caught sleeve or a slip of the foot in a crucial hundredth of a second gives the machine the chance it is always waiting for, to remove a couple of fingers or a hand. Always stop a machine before putting hands inside.

## (2) Prevention of Inadvertent Entanglement:

Bakery floors are frequently slippery, not only from baking ingredients but also from crumbs. All of the rules for safety against falls through good housekeeping apply with double emphasis where moving machinery is involved. When a man slips, he instinctively reaches for support. If the only object within reach of his blindly grasping hand is the open hatch of a mixer, the turning rolls of a sheeter, or the moving head of a divider, the injury of a fall is likely to be inconsequential compared to the loss of a hand, arm or even death.

Each machine in the bakery should be examined to see if good footing and clear aisle space is provided in its vicinity. Many excellent high trac-



tion floor coverings are available. Where danger exists,

- (a) Keep floors clean.
- (b) Provide a floor surface with high traction.

## (3) Removal of Guards:

The baking industry is one of the most flagrant "guard removers" of all mechanical industries. This is attributable to several causes. In an effort to make machines sanitary, machine designers have in the past covered their machines with smooth covers, improperly called guards. These frequently gave machines the appearance of sanitation.

In addition, the copious use of covers frequently combined true guards with closures preventing proper operation and maintenance of the machines. Thus, to properly use the machine, the operator had to continually open and close these covers. Being human, he eventually removed the cover for convenience. In so doing, he also removed the guard.

## New Design Trend

Fortunately, this trend in machine design is being reversed by forward-looking machine manufacturers.



Guards are put on as guards only.

Nonetheless, the removal of true guards should be prevented. Wherever a man can become entangled with machinery merely in passing by or inadvertently resting his hand or foot, a definite guard should be provided.

Look at all your bakery machinery, where covers have been removed for efficient machine use, and put a smaller, simple guard over the dangerous mechanism portion.

## (4) Machine Starting:

As bakeries become more and more automatic, the number of interconnected machines increases. Frequently, multiple control stations are necessary. Thus, the danger of starting at one location, when men are working at another, becomes increasingly important.

Three general rules will help to keep accidents down due to this cause:

- Educate personnel constantly to check by looking and calling before starting any machine.
- Wherever possible, use only one start station for a machine and provide plenty of stop stations which can quickly and easily be reached in an emergency.
- Provide a lever operated type switch, which will disconnect all power to a machine. Provide a sign saying:

(Continued on page 53)

**EDITOR'S NOTE**—Alexander C. Wall was graduated from Cornell University in 1936 in electrical engineering. Following graduation, he spent five years with General Electric Co. in Schenectady in the general engineering laboratory and the aircraft and marine department. This was followed by four years with P. R. Mallory & Co. in Indianapolis, Ind., as chief engineer of the new products division. Immediately after the war, he was engaged in private practice in Philadelphia for a year and a half. Three years ago he became associated with the American Machine & Foundry Co., New York. He is a member of Tau Beta Phi and Eta Kappa Nu, and holds engineering licenses in Pennsylvania and Indiana. He is a member of the American Society of Bakery Engineers and Society of Automotive Engineers, and is a member of a Z-50 Subcommittee of the American Standards Assn. The first in this series of articles on safety in the bakeshop, written by Armand Hecht, Hecht's Bakery, Inc., Bristol, Tenn., appeared in the May, 1950, issue of The American Baker. The code referred to is the ASA Z-50 Safety Code for Bakery Equipment sponsored by the ASBE.



Alexander C. Wall



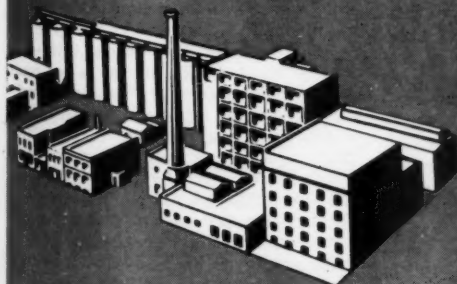
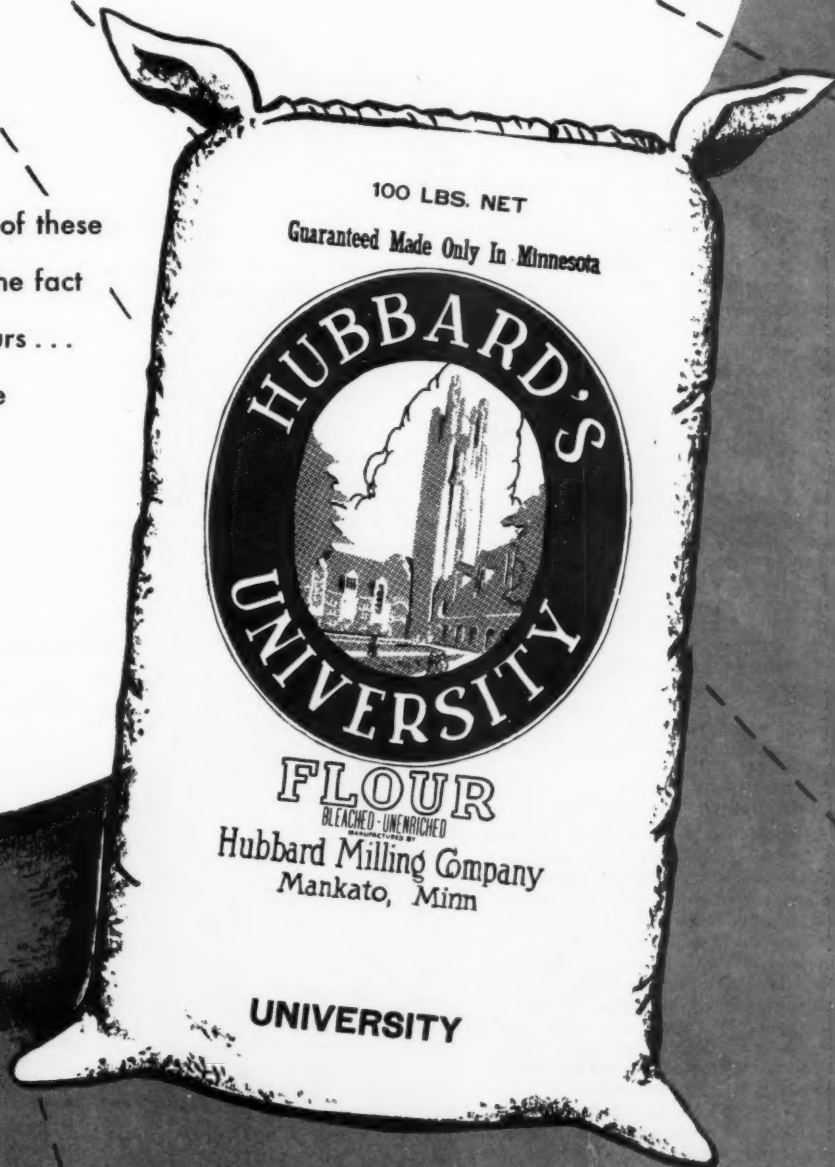
# HIGHER QUALITY

in LOWER-PROTEIN FLOURS

Tops in the lower-protein field . . . UNIVERSITY,  
HUBBARD'S SPECIAL, and ATHLETE . . .  
three fine Hubbard flours that are truly superior.

Part of the superiority of these  
mellow-type flours lies in the fact  
they are true Spring-wheat flours . . .  
the balance lies in the fact they are  
Hubbard flours.

*There's a fine Hubbard flour  
to meet your every need!*



## HUBBARD MILLING CO.

MANKATO, MINNESOTA • AMBRIDGE, PENN.

# Penny-Wise Production Is a Must

**H**ECK," said the little boy, "what do I need with more brains? I don't use all the brains I've got now." Now with volume declining and costs still rising, every baker is anxious to put into action all the knowledge that he has absorbed in the past and frequently forgotten. How can he mobilize all his experience and knowledge for use?

Some bakery owners have a check list of potential sources of loss in their operation. Rather than operate their bakery by conjecture, they refer to this check list often to tighten up the lagging parts of their efficiency. Here is a check list of 30 points that might serve as a starter.

## RECEIVING DEPARTMENT

1. Audit the weighing procedure in the receiving department. Is the receiving clerk verifying the weights of all shipments, or just sampling in a haphazard manner? In times of stress or warm weather, it is easy to fall into the fallacy of assuming that the marked weight on barrels and bags is the correct one.

2. Mark a prompt record of all short weight shipments, breakage, spoilage, and infestation. All such deviations from perfect condition should be carefully marked on the shipping ticket before it is signed. Whenever possible the delivery man should be made to acknowledge this with his signature on the same ticket. In all cases such potential losses should be called to the attention of the office, so that the supplier can inspect the damage before the package is opened for use.

3. Examine carefully the stacking of bags, boxes and rolls of paper to find out if valuable materials are being damaged by indifferent handling. Flour, sugar and other costly ingredients should be placed on skids, with a space below for ventilation and protection in case of flood or insects.

4. All portable ingredients should be locked up each day to prevent misappropriation. Most progressive bakeries now issue out just enough vanilla, butter, coconut, nuts and other expensive materials for the day's production, and put the rest under lock and key.

5. Salvage all possible bags, barrels, boxes and drums for resale. Second hand dealers very frequently provide a substantial income for bakers if these items are carefully handled.

## SHIPPING DEPARTMENT

6. Much loss is sometimes checked by careful treatment of all products as they are being removed from pans, packed or stored for later distribution to the trucks. Some employees are inclined to bad habits which grow unless constantly checked. Packing boxes of products too high, placing them improperly on racks, or storing them where they may get dirty leads to a definite dollar loss that can be corrected. Crippled products are an inexcusable drain on profits.

7. Shipping clerks operate under conditions of high speed and confusion, thus neglecting at times to charge customers or salesmen or retail store clerks with the actual amount they received. If they are properly supervised and constantly reminded of the value of the products they handle, they will protect your

## Rising Costs and Falling Volume Combine to Compel the Bakery Operator to Operate Efficiently

By GEORGE J. EMRICH

Emrich Baking Co., Minneapolis

interests out of pride. They should never forget that they are handling the company's money, and every mistake is an expensive one.

8. All surplus baked goods left after the shipping clerk has finished charging out products to the salesman or store, should be locked up immediately.

## INGREDIENT CONTROL

9. Dusting flour, trough grease, divider oil, and other secondary materials, such as pan grease and soap, amount to a considerable bill each month for an average bakery. Savings can usually be effected by weighing out an estimated amount and allowing no more to be used. Spillage and wastage become epidemic whenever the employer relaxes his vigilance. Such extravagance, moreover, reduces quality in the finished product. It is stimulating for the employees if their consumption of these items is posted daily on the bulletin board so they can see the result of their endeavors.

10. Scaling of dough or ingredients is one of the vital operations of the shop. Most bakeries have outside experts check the accuracy of their scales monthly, or even more frequently. The scales at the divider or at the bench or at the mixer may be the most important factor in the profit for the period's whole operation. Therefore, close attention to the scales should be a solemn duty of foreman and superintendent.

One of our articles devoted some space to the problem of informing the employees of scaling efficiency, through charts and bulletins. (The American Baker, Dec., 1948, Page 22.)

This practice is valuable, particularly if the foreman can be persuaded to make a consistent drive at the same time.

11. Loss of dough weight in the fermentation room varies from 1/2 of 1% to 3%, depending upon the efficiency of the air conditioning unit. While crusting of the doughs usually signifies extreme loss in this manner, alert bakers do not wait for such outward signs. They weigh the doughs and sponges frequently, measuring the loss.

12. The re-use of scrap dough is important also, particularly in variety shops, where doughs cannot be mixed exactly to the pounds of products needed. Sometimes the lazy, easy way is to drop the scraps into the scrap barrel and put it out with the garbage. Weighing the daily amount of scraps so discarded sometimes awakens sleepy consciences.

13. New untrained employees do not always empty flour sacks efficiently, leaving a residue in boxes and barrels. It is worth while for the manager to occasionally check such containers before they leave the plant, to find if another part of his profits has not vanished into thin air.

## WRAPPING PAPER

14. It is possible and practical to set a definite standard of paper for each loaf of bread or package of rolls. Then at the end of the month the baker can compare his usage of wrapping paper with the amount of paper he should have used according to the standard, and thus put his finger on the source of a painful leakage.

This is a valuable counter-check,

but it should not be a substitute for the superintendent's daily inspection of wrapped packages for over-lap or double wrapping. Nor should he fail to inspect the stubs of discarded rolls to see if they have been wasted in setting the machine. Rolls that are dented from being dropped on end can waste several pounds of expensive wax paper. All of this can and must be caught before it is too late.

15. Nor should the quality of the paper be forgotten, particularly if it necessitates the use of an inner-wrap where it would otherwise be omitted. While the quality is being examined, moreover, it might be valuable to find the yield per yardage per roll. Needless to say, paper that is subjected to too much wax is not practical in the amount of wraps that it gives and does not afford proper seal.

## LABOR CONTROL

16. Since the employer must pay for every minute that the employees record on the time cards, he should be very sure that he is getting dollar for dollar in value. Whenever possible the employer should set a standard amount of labor for each product and thus measure efficiency against fact. This enables him to quickly sense where any department is overstaffed, and to alter the working force as necessary.

When pounds per hour is the measuring yardstick, the employer can also easily gauge the output per man. Few bakers today can operate intelligently without some method of feeling the pulse of production. Certainly the older method of guessing is too vague for modern labor costs.

17. Close scheduling of work can mean the elimination of many expensive gaps. Sometimes it is possible to start the first crew half an hour later without any appreciable change of the finishing period. This usually means that greater efficiency has been obtained. Sometimes also, it is possible to simplify the order or combine various varieties in such a way as to eliminate unnecessary breaks or needless and repeated cleaning of the same machine. Wherever retarded dough boxes can be used this also makes such savings in labor possible.

18. Union contracts are usually quite explicit about the rates to be paid for various classes of work, but employers sometimes grow in the habit of paying high rates for lower work, and thus becoming trapped with the high rate for too many people. Sometimes it is found that bench hands or machine operators are doing the helper's work while helpers are doing some of the work of the higher classifications. A careful juggling of the work schedule can reduce the number of higher paid employees.

19. The individual effort, initiative and drive of the employees is not easy to influence under present-day conditions. Proper criticism and inspired leadership can awaken many sluggish consciences and bring forth a much better effort from the employee. If the employer singles out unsatisfactory employees for private criticism, and undertakes to point out to each employee his individual failings, he can sometimes impress him with his real duty to his employer.

All too often, however, foremen and superintendents have a human tendency to abandon hope too early

(Continued on page 57)

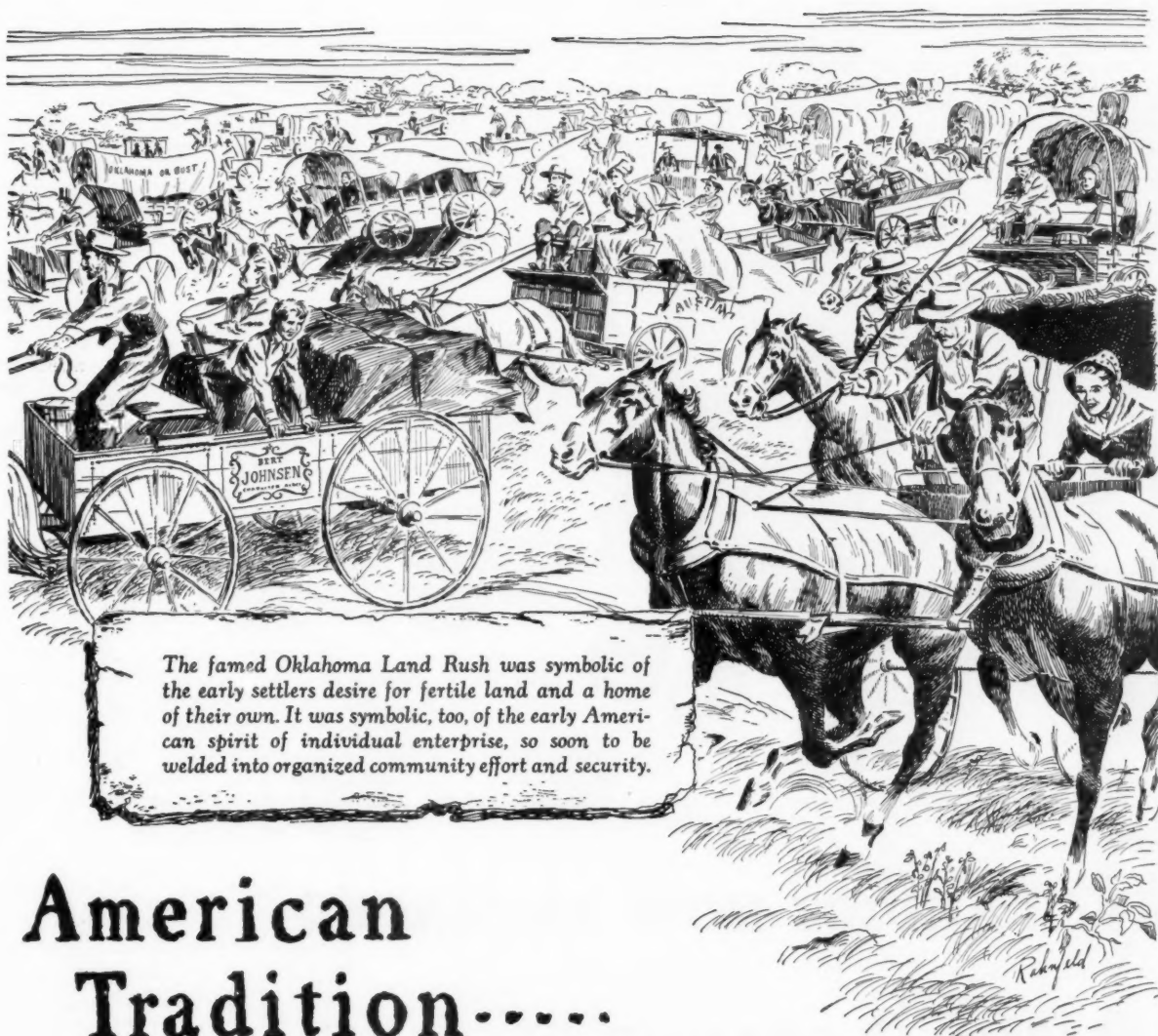


George J. Emrich

## About This Series . . .

The accompanying article is another in a series by Mr. Emrich, contributing editor of The American Baker, on proper control of the many factors affecting profit in the operation of a bakery today. Previous articles have discussed the break-even point from the standpoint of the baker contemplating a move to larger quarters, adding new routes or consolidating old ones, instituting a proper bookkeeping system or controlling profit leaks through wasted materials or mounting labor costs. Mr. Emrich gives valuable information useful in the baker's eternal fight for successful operation of his bake shop—the "little things" that do not seem to amount to much when looked at in an isolated instance, but which can spell the difference between a comfortable profit, a bare profit or a loss in present-day bakery operations.





The famed Oklahoma Land Rush was symbolic of the early settlers desire for fertile land and a home of their own. It was symbolic, too, of the early American spirit of individual enterprise, so soon to be welded into organized community effort and security.

## American Tradition.....

The bringing together of independent milling companies into larger groups for better organized service to the baking industry is likewise typical of the American Way of Life.

Flour Mills of America, for example, combines under one executive control the splendid milling facilities and experience of many individual milling companies.

Vast supplies of good wheats, from the thirteen million bushels of mill and elevator storage capacity, facilitate selection of those wheats required for milling into the finest of bakers' *Performance Flours*.

Careful scientific and technical controls through every step in milling — and final testing for uniformity in baking performance — are further guarantee of bakers satisfaction in their use. They are your dependable source of *Performance Tested Bakers Flours*.

# Flour Mills of America, Inc.

KANSAS CITY, MISSOURI

Kansas Flour Mills Co., Kansas City, Missouri; Great Bend  
Fort Scott, Larned, Kansas; Alva, Oklahoma.  
Valter & Spies Milling Co. and Sleepy Eye Mills, St. Louis, Mo.



## Wealth of AIB Material Going to Summer Workshops

CHICAGO—For the past six years the American Institute of Baking has been cooperating with summer workshops throughout the country in furnishing consultation and educational materials. These sessions, which offer special courses to select groups of leaders, such as administrators, teachers, and health workers, are sponsored yearly by

educational institutions and state health groups.

Specialists in the fields of medicine, nutrition and education serve on the faculties and conduct the formal and informal meetings and group sessions. AIB nutrition education materials have been in great demand for instruction purposes at the workshops. Each mailing has prompted further requests for additional copies to be used in the local communities of individuals who attended the sessions.

This year, Gertrude Austin, AIB

chief nutritionist, as co-chairman of the workshop committee of the Illinois State Nutrition Committee, cooperated with faculty members of the University of Illinois in planning a program for its Summer Workshop, held at the university in Urbana. Plans included use of institute nutrition education materials as teaching units.

In May, kits containing nutrition education and other materials of the AIB consumer service department were sent to 192 workshops, which are holding meetings this summer. As

a result of this mailing, 30 requests for 61,860 pieces of materials have been received. As many summer workshops have not yet convened, requests for additional copies are expected as the season progresses. Last year, a total of 47,382 pieces of nutrition education material went to workshops. This number has been exceeded by 10,000 in one month alone of 1950.

Use of consumer service materials for summer workshops creates prestige for the baking industry and influences important opinion forming groups in academic circles, who carry the story of bakery foods to the consumer, the AIB pointed out.

—BREAD IS THE STAFF OF LIFE—

## 1951 DATES FOR 5-STATE BAKERS CONVENTION SET

KANSAS CITY—The Heart of America Bakers convention, embracing the annual meetings of bakers' associations of five midwestern states—Arkansas, Kansas, Missouri, Nebraska and Oklahoma—will be held at the Hotel President in Kansas City June 3-5, 1951. Joseph Denner, Golden Crust Bakery, Alva, Okla., has been named temporary chairman in charge of arrangements.

—BREAD IS THE STAFF OF LIFE—

## ROY SCHABERG NAMED

NEW YORK—Excelsior Engineering Co., has announced the appointment of Roy Schaberg as sales manager, in which capacity he will be directly responsible for dealer and jobber relations and general sales activities of both Artotex and Peerless & Ericsson division. Mr. Schaberg has had years of experience selling bakery ingredients for Anheuser-Busch and Bear Stewart Co. He was also active in trade association work in the New York area, where he served as executive director of the Associated Bakers, Inc.

—BREAD IS THE STAFF OF LIFE—

## EXPAND RESEARCH FACILITIES

BIRMINGHAM, ALA.—The Olivier Co., Inc., Birmingham, has announced the expansion of its research and production facilities, whereby it hopes to improve its service to southern bakers. The company has developed several new products, including "Softex," a dough conditioner, and "Staryl," a mold inhibitor.



## m&m's CANDIES NOW PACKAGED in Riegel's OPAQUE DIAFANE

After extensive sales tests, Riegel's Opaque Diafane-coated wrapper has been selected for M & M's five-cent package. It has exceptional strength, a perfect seal with easy opening, and is moisture-proof to insure freshness. The new package does not slip and slide, stacks neatly on retail counters. Packaging is done on present machinery.

Charles F. White, V.P. in charge of Sales for M & M Ltd., describes the change as "A great new development for the candy trade."

This successful package is just one example of Riegel's ability to produce functional packaging papers, tailor-made for specific requirements. We believe we can offer you a paper that will do as well for you. Just tell us your needs.

**RIEDEL PAPER CORPORATION**

342 Madison Avenue, New York 17, N. Y.

# Mennel

Quality, Uniformity,  
Laboratory Control

HOSTESS  
SUPERCAKE

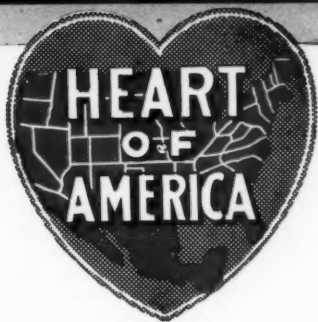
Special  
Cake Flours

The  
Mennel Milling Co.

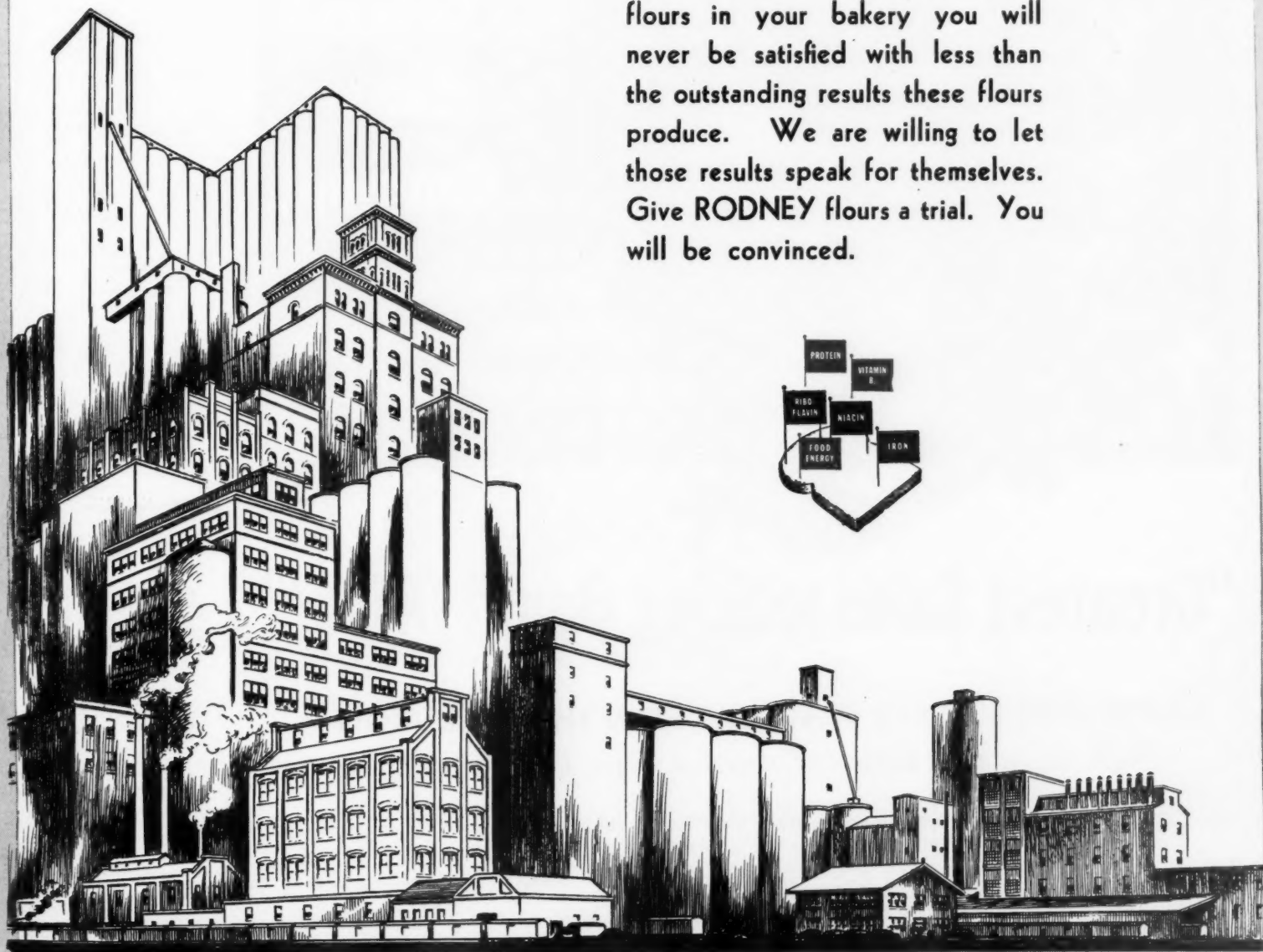
TOLEDO, OHIO - U.S.A.

# Mennel





We can tell you again and again that RODNEY flours are the "tops" in good baking . . . but until you bake them you can not fully appreciate their superior qualities. We know that if you try RODNEY flours in your bakery you will never be satisfied with less than the outstanding results these flours produce. We are willing to let those results speak for themselves. Give RODNEY flours a trial. You will be convinced.



*Mills at Kansas City, McPherson, Lindsborg and Russell, Kansas of the*  
**RODNEY MILLING COMPANY**  
**KANSAS CITY, U. S. A.**

CHICAGO OFFICE:  
KELLY FLOUR COMPANY  
919 North Michigan Avenue  
Telephone: Superior 1053

BOSTON OFFICE:  
SEABOARD ALLIED MILLING CORP.  
1209 Statler Building  
Telephone: Hubbard 8340

ABA Bulletin . . .

## Internal Revenue Schedule Lists Equipment Depreciation Allowances

CHICAGO—The American Bakers Assn. recently released a bulletin showing schedules of depreciation rates issued by the U.S. Bureau of Internal Revenue. These schedules govern in most cases the rate at which a baker can write off his investment in equipment or trucks.

Bakers should review their depre-

ciation practices to determine where adjustments of depreciation of equipment consistent with sound accounting practices are in order, the ABA points out.

In general, it has been found that a composite life of 12½ years applies to cake bakeries, 14 years to bread bakeries, and 20 years to

biscuit manufacturers.

The item lives applicable to the baking industry follow:

Average Useful Life (Years)	
Ballers, dough	15
Beaters—	
Light	10
Heavy	15
Bins, flour storage—	
Steel	33
Wood	25
Brakes, dough	15
Burners, gas or oil	15
Cake machine, open saddle	20
Care for shipping bread (inventory)	2
Cleaners, sack	15
Coating machines	20
Conveyors—	
Belt	17
Chain and flight, cake	20
Panning	20
Slat apron bread	25
Spiral screw	25

## REPLACING OF BAKERY EQUIPMENT

CHICAGO—As a companion piece to its Bulletin No. 561 on depreciation schedules of bakery equipment, the American Bakers Assn. has released bulletin No. 561A discussing the replacement of machinery or equipment before the end of the depreciation period allowed. This is frequently desirable, the ABA stated, because of technological improvements in machinery and equipment making for more efficient operations.

**It's Colossal  
...Super  
...Bang-up!**

**SAY THE THREE  
NATIONAL DUNKING  
ASSOCIATION CANDIDATES**

Candidate **BOBBY BENSON**

Candidate **JIMMIE DURANTE**

Candidate **MARIE WILSON**

## "Greatest Sales making Donut Drive!"

Says:

### BAKER AFTER BAKER WHO HAS SEEN THE CAMPAIGN—

*DCA ties-in with Bakers of America Great Fall Donut Drive*

12,400,000 homes reached by National Advertising pushing Donuts for Parties

Full color Bakers of America ads appear in LADIES HOME JOURNAL, WOMAN'S HOME COMPANION, BETTER HOMES & GARDENS. Aimed at millions of women and teen-age girls who plan and run parties.

Top Stars spark National Advertising to give you added sales wallop

Stars electioneering creates national excitement. Urge public to join the National Dunking Association; vote

for President of NDA. Entire campaign designed to raise national level of donut sales.

DCA provides dynamic merchandising tie-in with terrific kid appeal

Simple merchandising tie-in brings national sales wallop right to the point-of-sale. Tremendous kid appeal in special offer of NDA membership pin and card . . . official dunker's whistle . . . and Western Comic-Party Idea Book.

Easiest ever for you to tie-in with!

This great Fall Donut Promotion will sell more donuts. Easy to use! Get full details . . . ask your DCA man or mail in the coupon below.

**Doughnut Corporation of America**

393 Seventh Avenue

New York 1, N. Y.

*in conjunction with*

**22nd ANNUAL OCTOBER DONUT MONTH DRIVE**

Doughnut Corporation of America

393 Seventh Avenue, New York 1, N. Y.

Please send full information on how I can profitably tie in on DCA's Big Fall Donut Drive.

Name \_\_\_\_\_

Organization \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Cookers, doughnut	15
Cookie machines, wire cut	17
Cooling equipment	20
Cooler and packer	15
Cracker cutting machines	15
Cracker peeling machines	15
Cracker machines	15
Cutter, wafer	15
Cutting and panning machines	25
Depositors, cake	15
Dies, rolls and cutters	15
Dividers, dough—	
Hand	20
Power	22
Doughnut machines, automatic	15
Droppers—	
Cake	15
Cookie	20
Dryers, special cookie	20
Elevators, flour bucket or pan and tray	20
Elongator	20
Embossing machine, biscuit	20
Enrober	20
Fans	15
Forming and stitching machines, carton	15
Fruitana machines	20
Gluing machine	15
Grinding machines	15
Humidifiers	15
Ice boxes	15
Icing unit	15
Kettles, copper jacketed—	
Chocolate melting	25
Marshmallow	15
Mixers—	
Cookie and cake, three spindle	25
Dough, fire barrel	20
High speed	20
Slow speed	25
Vertical dough, three and four speed—	
Light	15
Heavy	20
Molders—	
Dough	15
Roll	15
Ovens—	
Automatic or traveling	17
Band type	20
Brick peel	20
Portable peel	20
Reel	20
Rotary	20
Stationary	25
Packers	15
Pan greasers and cleaners	15
Pans, baking	4
Paring machines	15
Peeling machines	15
Perforating machines	15
Pie crimpers and trimmers	15
Pie rolling machines	15
Pretzel cooking machines	15
Proofers	15
Pulverizers, sugar	20
Reels, bolting	15
Refining machines, chocolate	20
Refrigerating equipment (covered under manufacture and refrigeration)—	
Refrigerators	15
Roller, pie crust	15
Rounding machine dough	15
Rubbing and creaming machines	15
Sack cleaners	15
Sandwich machine	15
Scales, automatic, flour or water	15
Sealer	15
Sheeters	15
Sifters, flour, sugar, starch, etc.	15
Slicers, bread	15
Spreader, sugar wafer	20
Tables, sorting	20
Tanks—	
Galvanized iron	15
Glass, enamel lined	25
Steel	25
Tempering and measuring	15
Wood	15
Tape moistening machine	15
Thermometers—	
Mercury column	15
Recording	15
Topping machines	20
Troughs, dough	20
Trucks, bowl, bread or pan	20
Wafer machines, automatic	20
Wrapping machines	15

### Motor and Other Vehicles

Motor vehicles included in this classification are those used by commercial enterprises other than public utility and construction. Lives considered reasonable are indicated below in years:

Automobiles—	
Passenger	5
Salesman	5
Horse-drawn vehicles	5
Motorcycles	5
Tractors	5
Trailers	5
Trucks, outside use—	
Electric	10
Gas, light	5
Medium	5
Heavy	5
Inside use	5





**K**EEPING a step ahead in production methods has always been a characteristic of American industry . . . and it is characteristic of AMERICAN FLOURS, too. These fine brands offer you the best product from superior wheat that expert craftsmanship and scientific knowledge can produce. And you'll see the extra value of this milling skill and knowledge in your bread. Be sure . . . BUY AMERICAN!

Flour Capacity  
4,000 Sacks

Grain Storage  
3,000,000 Bu.

**American Flours, inc.**

G. M. ROSS, President    FLEMING ROSS, Vice-President    PAUL ROSS, Secretary

T. G. McDONALD, Sales

E. W. KIDDER, Sales

**NEWTON, KANSAS**

## Virginia Bakers Arrange Plans for Fall Meeting

RICHMOND, VA.—L. E. Duncan, Merchants Bakery, Norfolk, has been named chairman of the fourth annual fall meeting and conference of the Virginia Bakers Council, according to a recent announcement by Harold K. Wilder, executive secretary of the

group. The meeting will be held Sept. 15-16 at Natural Bridge, Va.

Included in program plans for the affairs is a talk by Mrs. Gertrude Austin, director of the consumer service department of the American Institute of Baking, Chicago, who will speak on "How to Get More People to Eat More Baked Goods."

Lt. Col. John O. Weaver, secretary of the U.S. Army Quartermaster School at Fort Lee, Va., will address the delegates the evening of Sept. 15 on "Stalin, Tito, and Communist Plans for World Domination." An open forum and discussion will follow.

A visit to the Natural Bridge pageant will conclude the evening's entertainment.

Philip Talbott, chief of the bakery section of the Grain Branch, U.S. Department of Agriculture, will discuss what can be expected by the baking industry in the way of controls in the event of all-out war as well as the bread standards and the accomplishments of the bakery research committee.

Other speakers who will discuss activities of the baking industry during the morning session Sept. 16 are Harold E. Snyder, Bakers Helper, Chica-

## STRUCK BAKERY GOES OUT OF BUSINESS

CHANUTE, KANSAS — Drake's Bakery here, which had been closed by a strike of production workers since May 23, 1950, announced July 3 that it was ceasing operations. This decision of the owners, Mr. and Mrs. E. J. Drake, was made known by their attorneys in a letter to R. Boyd Prince, president of the Bakery & Confectionery Workers Union, Local 363, of Joplin, Mo. The attorneys stated in the letter that they were instructed to advise Mr. Prince that the bakery operators struck at a time when no contract had been offered, when no specific demands had been made and when only preliminary negotiations had been started. The bakery, which has operated in Chanute for 21 years, serving a wide area in southeastern Kansas, has employed about 54 persons, with a weekly payroll of more than \$2,000. Some 20 production workers were involved.

go, and Peter G. Pirrie, Bakers Weekly, New York. The president's luncheon will be held at 1 p.m.

The Potomac States division of the Allied Trades of the Baking Industry will stage an open house and cocktail hour that evening, followed by the annual dinner and dancing.

—BREAD IS THE STAFF OF LIFE—

## Chicago Bakers Plan Amateur Basketball League

CHICAGO—A preliminary committee meeting of the Bakers Basketball League of Chicago was held at the Bakers Club of Chicago recently. Joseph J. Donzelli, Donz Pastry Co., Chicago, who was the sparkplug with whom the idea originated, has instigated a set-up in which any baking firm may sponsor an amateur heavy-weight basketball team. Several baking firms have indicated their willingness to participate and a great number of others are expecting to take advantage of the promotion and charitable results. The idea of keeping young men "off the street" and preventing juvenile delinquency, as well as providing a means of sharing in the uplifting charitable endeavors within the various neighborhoods is the motivating idea in the formation of this league.

The teams will represent various neighborhoods throughout Chicago and it is hoped to create interest in other cities with the thought of intercity, interstate, or national tournaments. One of the bakers sponsoring the team, whose uniforms carry the trademark of the firm, expressed the idea that through this means it might be possible to interest young men in entering the baking industry.

The committee which originated the plan and which is working out all arrangements is headed by Mr. Donzelli. Other members are E. C. Moore, sales manager, Donz Pastry Co., Chicago; E. W. Jeffress, consultant with Food Materials Corp., Chicago; S. K. Nutter, International Milling Co., Chicago, and George Neuman, Neuman Pastry Shops, Chicago.

Inquiries from baking firms in other cities will be welcome and full details will be furnished, the committee stated. Inquiries should be addressed to the chairman of the committee: Joseph J. Donzelli, care Bakers Club of Chicago, Hotel Sherman, 112 W. Randolph St., Chicago 1, Ill.

A RECOGNIZED MARK OF EXCELLENCE FOR MORE THAN 70 YEARS



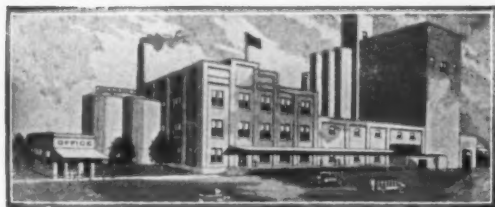
FLOUR FOR PERFECT BAKING



ANOTHER GREAT FLOUR

IT IS our purpose to make a satisfied customer every time we make a sale. We have followed that principle for more than 70 years. That's why HUNTER'S CREAM is the oldest flour brand in Kansas. You'll like HUNTER flours and HUNTER'S way of doing business, too.

THE HUNTER MILLING CO.  
WELLINGTON, KANSAS



ONLY THE HUNTER MILLS BETWEEN THE WHEAT FIELD AND YOUR BAKERY



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*Dry Yeast is Here!*



RED STAR YEAST & PRODUCTS COMPANY MILWAUKEE 1, WISCONSIN



# BAKERY MERCHANDISING

## Your Sales Manager and Your Package

FOR some time I've been wondering just how much voice in package selection the average sales manager in a bakery has. This question was answered recently, or at least partially answered, in a recent advertisement appearing over the signature of the Laminated Bakery Package Research Council. This advertisement quoted the results of a survey conducted among a large number of bakers all over the country. It showed that in only 43% of the bakeries surveyed did the sales manager have full charge of package selection.

In an additional 22%, it was admitted that the sales manager "had something to say." Strange as it may seem, the influence of the sales manager was stronger in the larger bakeries than in the small ones.

Here, I think is where some of the smaller bakeries are missing a good bet. It's my sincere belief that

**EDITOR'S NOTE**—The importance of giving the bakery sales manager considerable voice in the selection of a proper package for baked products is emphasized in the accompanying article. Mr. Herbert is vice president and sales manager of the Atlas Baking Co., Richmond, Va.

the sales manager should exert a whole lot more influence on packaging than he does.

In most of the smaller wholesale bakeries (this is also true in a good many of the larger ones) top management is usually "production minded." Only on rare occasions does top management go out and visit retail outlets. This is the sales manager's every-day job, to see what kind of competition he is faced with, not only from competitive bakery products, but from the packaging and merchandising methods used in other branches of the food industry.



**FOIL WRAPPER**—The Sherlock Baking Co., Toledo, is merchandising its premium white bread and Hollywood loaf in a foil wrapper. The wrappers are printed in five colors by Milprint, Inc., Milwaukee, to make an eye-appealing package—the loaves are sold house-to-house, and sales have indicated that housewives are willing to pay a premium for the foil-wrapped loaves. The foil wrappers are said to keep the bread fresher longer.

### Proper Packaging for Protection and Sales Can Best Be Determined by Sales and Production Staffs in Conference

By T. S. Herbert

Atlas Baking Co., Richmond, Va.

Competition today cannot be met by sitting at the desk and "scoring" a product brought in by a salesman. If we're going to face, and face successfully, the welter of competition which faces the baking industry, we have got to study this competition at the place where it exists. That is on the shelves of the grocery store, particularly those of us whose products are sold through the retail food stores.

That's why I say the sales manager should have a greater voice in package design and selection than he does in most bakeries. He is the man on the firing line. He knows what the competition consists of. He can, to a large extent, help design or select packages which will do a proper selling job.

Important though the production man is, his job should be limited to that of producing quality products. He has his hands full there in many cases. His responsibility ends when the product comes out of the oven. At that point, it has been produced. Now it has to be sold. Whether a package will promote impulse buying or will have sufficient sales appeal to stand up alongside the whole run of competition, is something about which the sales manager should have at least a big, if not the final, say.

One of the real troubles in the baking business today is, I feel it is, that in too many bakeries, production men have too much to do with making policies which extend beyond their ken and their province. Management should be balanced. It should have an objective viewpoint. Any bakery which has for top management any individual or group which is too biased either on the production or the sales side, is in for some pretty rough going when the tide of intensive sales competition sets in. And it looks to me, from where I sit, that this tide is coming in pretty fast now in many areas.

As a bakery sales manager with some direct experience in the merchandising of bread, cake and other baked products, at the wholesale level and with some additional service as general manager of a wholesale bakery, I think I can speak with a little authority on the subject of the sales manager and the baked products package.

#### History of Packaging

The advent of packaging of baked goods began something over a quarter of a century ago. Primarily, as I understand it, baked goods were packed as a sanitary measure. At that time, little attention was paid

to the sales appeal of the package. Therefore, packaging has been pretty much considered a production expense rather than a sales asset. From the standpoint of actual production, there are, perhaps few packaging problems involved. If the only concern is product protection, then any material which will keep the product intact from the time it leaves the wrapping room until it is consumed at the customer's home would probably be satisfactory.

However, any really good bakery package should have some definite properties aside from the matter of simple product protection. In addition to its general protectiveness, it should be resistant to grease and moisture—a two-way resistance, if you please, as well as having sufficient rigidity and stability to withstand rough handling.

The packaging material should be of a kind which will prevent the loss of flavor and the absorption of odors during shipment and handling. To the extent that these factors in proper package selection affect the quality of the product, they are perhaps of some importance to the production department.

#### Will the Package Help Sell?

But whether the package in itself will win favor for the product when on display—whether it will help sell the product and win a repeat purchase is a problem which is up to the sales department. The sales manager lives with his packages. He sees what the other bakers have to offer. What is more important, he sees all

the other food packages which his product and his package are in competition. So if we assume that the voice of the sales manager should be heard and heeded in package selection, these comments from a bakery sales manager should not be amiss.

In my mind, and based on the experience I have had with both good and bad packages, I think a satisfactory bakery package must have certain very definite qualities, which I am going to enumerate.

First and foremost, of course, is the matter of product protection. The package should have all the qualities I have already mentioned. That it should be moisture-proof and grease-proof seems so clear as to eliminate any need for further explanation. It certainly should be odor-resistant, not only to protect the product from the loss of flavor through picking up odors from the package itself, but from other causes while in transit or on the store shelf. I think all of us can remember (there are still some in use; far too many) the old chip-board boxes in which we used to pack finger rolls and hamburger buns, only to have the rolls and buns give off a stable-like odor. Despite our ready alibis that it was the best package we could get, it still did not remove the odor and it didn't help sell goods.

#### Ease in Handling Vital

Another factor which a satisfactory package should have is that it should be of such a design that it can be easily handled all along the line. Easy to set up, easy to pack, easy to wrap, easy to stack in the stores and easy for the purchaser to handle. Another important factor is that it should have some utility as an interim container at home in case the product is not entirely consumed when the package is first opened. So much for protection.

Second, there should be a certain distinctiveness about the package. As a sales manager, I am frequently amazed at the drab appearance of the average baked goods package when compared to that of other food products with which our products are in constant competition. And right here is probably as good a place as any to put in a deserved plug for the salesmen of packaging material. You may not buy what they have to sell, but if you will take the time to see and visit with them when they call, you will certainly pick up a lot of new ideas and new suggestions which they're anxious to pass on to you. These men are well-trained. They know their business. They are observant and they do "get around."

I have never talked to one yet without picking up at least one good idea which has helped sell more baked products for our company. If they can't always tell you what to do, many times they can tell you what not to do. Sometimes that is a mighty valuable piece of advice.

It's been my observation that in



**AWARD**—At a recent meeting of the Folding Paper Box Assn., an honorable mention award was presented to the Dutchland Bakeries, Inc., Chicago, for its attractive cheese cake cartons. Robert Gair Co. is the manufacturer of the cartons. Isadore Pomerantz is president, and his son, Bernard S. Pomerantz, is sales manager of the firm.



many plants the sales manager is seldom called in when the package or paper salesman call. As a result, a lot of good usable information goes over the dam since most packaging decisions are made finally by production men. These decisions are frequently, in fact too frequently, based on the expense factor. As long as packaging is going to be considered a production expense this situation will prevail. There will be a constant effort on the part of the production-minded executives to reduce packaging costs without paying any attention whatever to the sales possibilities of proper packaging materials and methods.

My plea is "Give the sales manager a greater voice in package selection." Sales will certainly mount. Then the production man will have his hands full getting out a good product in the amount needed to meet the sales demand.

Another requisite: I should say that any good bakery package should have a distinctive color scheme. And by color scheme I don't mean just any particular color. I mean colors that blend together properly; colors that please the eye and most important, that please the customer's eye and not yours. Let your customers help select your color scheme. Don't pick a color just because you like it.

Before your product will be purchased, the package in which it is contained must not only be seen but must be sufficiently attractive to make the casual passer-by stop, look at your package and want to know more about it. If pleasing, she may buy.

#### Visibility and Sales

And now comes another, and to me a very important point. We have protected the product in a distinctive package. But we still have one more job to do. We still have to make the customer want the product after we have drawn her to it by a distinctive package. The next step, of course, is to make the package sell the product. How? There are several ways. We can do it by some form of visibility of the product itself. We can also do it by the use of illustrations of the product as it will look when the customer gets it home or on her table. We can certainly take a good look at the technique of the prepared-mix people and learn something from them. There is nothing about their product as such which will intrigue a potential customer. So they use pictures! A picture of the finished product. The picture is held up as what the customer is actually buying—not the ingredients in the package. It shows the customer what she will have after she gets through following the directions on the package. In other words, when she buys a prepared mix, she buys a picture and she goes home with a product, which, if she follows the directions carefully, may produce in the home the picture she bought in the store.

In the baking industry, we have a similar opportunity. Sometimes our packaging methods and materials are so faulty that when she sees in the package what she is going to get, she no longer wants it. On the other hand, a properly designed package with all of the qualities I have mentioned will unquestionably make a sale, in most instances. These are some of the reasons why I feel that, in many cases, we are in the infancy of good packaging.

#### Essential Elements

Based on my own study of packaging materials I lean heavily toward the use of the laminated type mate-

rials which are now readily available. By using these materials there can be designed satisfactory and distinctive packages with real sales appeal. Laminated materials provide all the essential elements necessary for prop-

(Continued on page 36)

BREAD IS THE STAFF OF LIFE

## Arnold Bread Promotes Tie-in With Strawberries

Arnold Bakers, Inc., has come up with a novel grocery store tie-in with its Arnold "Strawberry Shortcut."

Unusually flavorful, the strawberry shortcake is made with Arnold white bread. This combination provides retailers with an opportunity for related-item promotions of Arnold bread, strawberries and cream. Arnold distributors are providing grocers with posters and quantities of recipe pads for this shortcut, giving the following recipe to housewives:

#### Arnold Strawberry Shortcut

- 1 qt. strawberries
- ½ cup sugar
- 12 slices "Arnold Fine White Bread"
- ¾ cup heavy cream, whipped

Wash strawberries; hull. Save four whole berries for garnish. Crush remaining berries; add sugar; chill. Trim crusts and butter Arnold bread slices lightly on one side. Stack three slices of bread, buttered sides down, on four individual dessert plates. Spread crushed strawberries between slices and on top slice of bread. Top with whipped cream; garnish with whole strawberry. If time, chill before serving.

BREAD IS THE STAFF OF LIFE

## New QBA Comic Book Features Miss Sunbeam

Little Miss Sunbeam is now the leading lady in a new series of comic books. Created about eight years ago as the trade-mark on the white bread baked by members of the Quality Bakers of America Cooperative, Inc., she has been featured on bread wrappers and billboards, in newspapers, on the radio and in some television areas.

The first issue, which came out in the middle of May, ran to 400,000 copies. The second will run longer and QBA has already been approached for use of the brand on other products manufactured for children, so the public's awareness of Sunny will grow.

The continued development of Little Miss Sunbeam is the fulfillment of the dream of R. L. Schaus, advertising director and George N. Graf, director of merchandising for QBA. J. L. Coffey, director of radio and television, is responsible for continuance of the present medium.

The comic books are like most of the others in general make-up and price, but the context, while appealing to youngsters, is clean-cut and without the harrowing situations and psychological reactions that make so many comic strips objectionable to parents as they think of the effect on their children.

The continuity is developed out of story conferences in QBA headquarters. No propaganda is insinuated anywhere and only the back cover contains the baker's advertisement of Sunbeam Bread, with the heroine and her buddies discussing the product.



**DOUGHNUT ADS**—Walter Hopkins, (left) director of the Bakers of America Program, and David Levitt, president of the Doughnut Corporation of America, discuss the advertisements that will be run by their respective organizations in a joint doughnut advertising campaign in the fall. The bakers' program ad will emphasize the serving of doughnuts for home parties in a full-page color advertisement in the October issue of Ladies Home Journal and a half-page ad in the October issues of Woman's Home Companion and Better Homes and Gardens. The DCA campaign will feature an election for the presidency of the National Dunking Assn. in Woman's Home Companion and Better Homes and Gardens.

## Promotion of Doughnuts to Expand

According to executives of both the Bakers of America Program and the Doughnut Corporation of America, plans for promotional activities during the coming months have as their goal a 50% increase in 1950 over the 1949 consumption figure of a billion dozen doughnuts.

In outlining these activities, Walter Hopkins, director of the Bakers of America Program, and David Levitt, DCA president, stated that the promotional aim of both organizations is to increase the consumption of plain, sugared and variety doughnuts in the home, with the entire American population of 150 million men, women and children as the sales targets.

Its four-fold basic appeal has been broken down into four categories of what people like, as indicated in a

recent nationwide survey which disclosed that:

- People like parties, as proved by the fact that 600 million parties were given in 1949, an average of four per family per year.
- People like to eat at parties, as proved by the fact that Americans spent \$2,500,000 on home entertaining last year; an average of \$60 a year.
- People like dunking, as proved by the fact that in its 15-year existence, the National Dunking Assn. has received requests for over 10 million membership cards and pins. The innate democracy and good sport of the activity has a basic appeal to youngsters from 6 to 60 and is known for its wholesome as well as its humorous traditions.

● People (especially American people) like to join lodges, clubs, etc., and vote for their officers as proved by the activity of thousands of professional, fraternal and social organizations throughout the country.

These figures indicate the most impressive rise in home entertaining during the entire century and are credited primarily to the increasing popularity of television and its attendant emphasis on intra-family and inter-family activities. Psychologists have characterized this as the most healthy trend to become apparent during the past 50 years, embodying as it does a closer relationship between members of individual family units as well as groups with similar cultural backgrounds.

#### Capitalizing on a Trend

In its effort to encourage and give impetus to this apparent return to home entertaining, the bakers' program for the first time in its history, will spearhead a portion of its \$1½ million advertising campaign with the largest and most original party promotion in history, aimed at promoting the sale of doughnuts for party consumption.

(Continued on page 40)



**DUNKERS TO VOTE**—The illustration above shows a poster which will be used in conjunction with the doughnut promotion. Dunkers will vote for their favorite radio star as president of the National Dunking Assn.

## DO YOU KNOW



Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, turn to page 38 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. When too much malted wheat flour has been added to the flour, the quality of the baked bread will be harmed. True or false?
2. It is better to wash the sheets of dough for cinnamon rolls with an

egg wash rather than with melted shortening when these products are to be retarded. True or false?

3. Steam rendered lard contains a higher moisture content than open kettle rendered lard. True or false?

4. The addition of a small amount of citric acid will add tartness to canned peaches which are quite often flat in flavor. True or false?

5. Flour made from hard winter wheats have a greater absorption than those made from hard spring wheats. True or false?

6. In order to obtain a better crust

color on angel food cakes, 10% of the sugar used should be replaced by corn sugar. True or false?

7. Hydrogenated shortenings are usually recommended for frying doughnuts. True or false?

8. Bread flour is not very satisfactory for making pie crust. True or false?

9. It is not necessary to place cream puffs in the oven as soon as they are deposited on the pans. True or false?

10. In case bread is overproofed before going into the oven, it is best to bake it rather than take it out of the pans, remodeling it and proofing it properly. True or false?

11. Fine chopped white corn flakes are sometimes added to macaroon coconut in order to improve the appearance when used as a topping. True or false?

12. A change in the brand of canned pumpkin being used in making pumpkin pies may be a cause for them to crack during baking. True or false?

13. When all the ingredients for making cakes are mixed together at one time, the procedure is called the "flour batter" method for making cakes. True or false?

14. Not baking eclairs long enough may cause the chocolate icing on them to become wet and run down the sides. True or false?

15. Frozen eggs should be thawed out by placing them in a warm spot in the shop. True or false?

16. To make invert syrup, 8 oz. of tartaric acid is used with each 100 lb. of sugar. True or false?

17. Corn syrup is used in fruit pie fillings mainly as a sweetening agent. True or false?

18. Cooling white bread too fast will cause the top crust to crack during the cooling period. True or false?

19. A darker brown color can be produced on the shells for lemon and cream pies by using some corn sugar in the dough. True or false?

20. Instead of using graham cracker crumbs for rolling out the crust for pumpkin pies, ginger snap crumbs can be used with excellent results. True or false?

—BREAD IS THE STAFF OF LIFE—

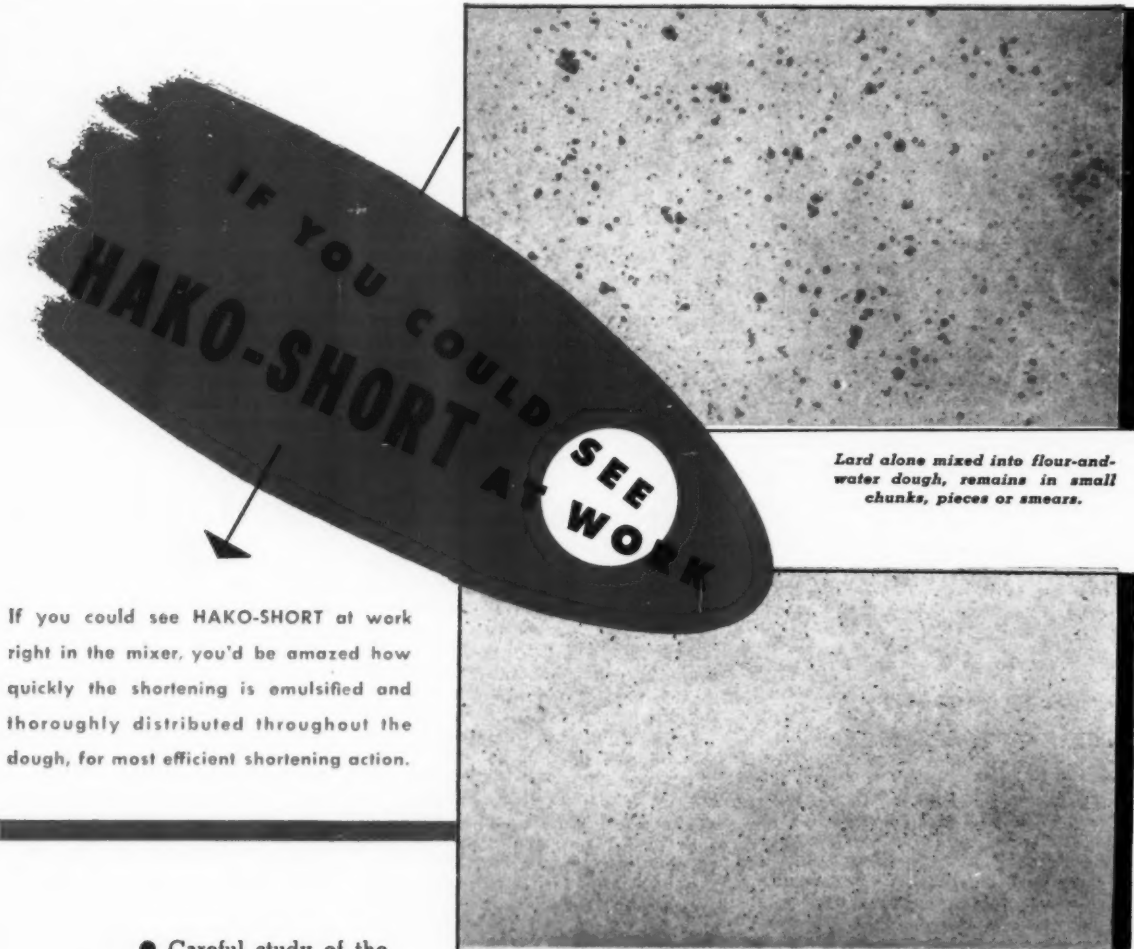
## STANDARD BRANDS ADDITION

CHICAGO—Standard Brands, Inc. 3133 W. Pershing Rd., in the central manufacturing district, is planning a 25,000 sq. ft. addition to its factory for processing and warehouse facilities.



William H. Bertsche

PRESIDENT—William H. Bertsche, Sally Ann Baking Co., Great Falls, Mont., was elected president of the Montana Master Bakers Assn. at the recent annual meeting of that organization.



If you could see HAKO-SHORT at work right in the mixer, you'd be amazed how quickly the shortening is emulsified and thoroughly distributed throughout the dough, for most efficient shortening action.

● Careful study of the two photographs above, shows graphically how HAKO-SHORT Emulsifier works. In each test

dough, the shortening was first stained with fat-soluble dye to make it clearly visible.

The addition of HAKO-SHORT, with its active emulsifier content, immediately emulsifies the shortening at normal mixing temperatures, so it is thoroughly distributed throughout the dough mass in the mixer. This finely divided shortening-water emulsion produces maximum efficiency of shortening (lubricating) action. HAKO-SHORT thus promotes smoother, more uniform fermentation, a better, natural fermentation flavor, with the development of fine grain and texture in the loaf. The more intimate distribution of emulsified shortening throughout the crumb structure of the baked loaf has the effect of slowing down moisture loss and maintaining flavor-freshness.

These results of using HAKO-SHORT speak for themselves in the production of many millions of loaves of better breads daily in bakeries all over the country.

Ask your HACHMEISTER representative to prove the positive improvement in your bread with HAKO-SHORT.

*Better Bread begins with Hako-Short!*



HACHMEISTER-INC. PITTSBURGH, PA.





*Adherence to principles  
Since 1776*

Coonskin cap and flintlock rifle, three-cornered cap and sword . . . symbols of unswerving adherence to early American principles. The Shellabarger's crest, born in 1776, is today also a living symbol of integrity. One of the nation's outstanding marks of flour quality, the Shellabarger's trade insignia stands for a complete, a scientific, a modern flour service. The Shellabarger's crest is the baker's guarantee of steady, dependable flour quality.

**Since 1776? SHELLABARGER'S FLOUR MUST BE GOOD!**

**SHELLABARGER'S, Inc.**

**SALINA, KANSAS**

**PEACOCK  
BIG "S"  
GOLDEN BELT  
PANCRUST  
WONDERSACK  
DOUGHBUSTER**



**CENTENNIAL BREAD**—Old Westport Bread, Kansas City's Centennial loaf, is wrapped in a map that is the only bread wrapper ever designed and produced to be suitable for framing as a decoration in the home. The men who developed the loaf and wrapper are, left to right, wearing Centennial hats: C. J. Patterson, president of the C. J. Patterson Co.; W. D. Garrison, manager of Ark Bakers, Inc.; Arnold Gunier, sales manager of Ark Bakers, Inc.; J. F. Bennett, service division, and L. W. Jester, production supervisor of the bakery division of the C. J. Patterson Co., Kansas City.

### Centennial Loaf . . .

## "Old Westport" Bread Has Historical Map as Wrapper

"Unique" is a word seldom justified, the C. J. Patterson Co., Kansas City, said recently, pointing out that it may be safe to say that unique is the word to describe the map wrapper on Old Westport Bread, Kansas City's Centennial loaf.

The map wrapper on Old Westport Bread is the first bread wrapper ever designed and planned to be suitable to frame for the home. It is an artistically drawn, historically authentic map of early Kansas City. Weeks of research and art time went into its preparation by C. M. Ismert, of the C. J. Patterson Co., one of Kansas City's leading historical artists.

The map wrapper is printed on "Tyton," Marathon Corp.'s new wrapping material. Its production presented new problems, both in the wrapper itself and in its use on the production line.

Production problems were overcome with the aid of an electric eye registration device installed by the American Machine & Foundry Co., New York. This was necessary because each wrapper had to be a complete map, making usual methods of measuring and cutting wrappers inadequate.

The Old Westport Bread that's wrapped in the map is no ordinary loaf, the company says. Its formula was developed after several months of research and testing by the American Research Kitchen under the direction of C. J. Patterson. It is a 20-oz. loaf of bread containing extra proportions of sugar and milk, and is made with butter as shortening.

W. D. Garrison, manager of the Ark Bakers, Inc., Kansas City, producers of Old Westport Bread, said recently: "It is the best loaf of bread available in the Midwest—we made sure of that."

The merchandising and promotion of Old Westport Bread, under the direction of J. A. Lynch, advertising and merchandising director of the C. J. Patterson Co., got its initial impetus from a spectacular stunt that required the cooperation of many people.

A hundred-year-old stagecoach was obtained from the museum on the military reservation at Fort Leaven-

worth, Kansas. Drawn by four horses and escorted by the famous mounted posse of Johnson County Sheriff L. A. Billings, the stage coach, loaded with Old Westport Bread, clattered away from the site of the Westport Inn, once a general store operated by Jim Bridger, the famous scout.

The stage coach was driven over the route of the old Santa Fe Trail, through the heart of Kansas City and on to the Municipal Airport. There, it was met by a Trans World Airlines Constellation.

The load of Old Westport Bread was flown directly to Washington, where it was presented to President

Truman along with a beautifully framed map wrapper.

Radio spots were used during the day on the two regular Ark Bakers programs, and a 6 column by 15 in. ad was run in the Kansas City Star and Kansas City Times. Smaller newspaper ads are being used in a continuing campaign along with radio.

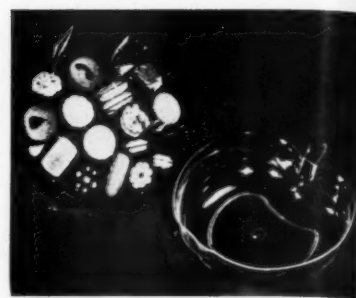
Point-of-purchase material consists of a window streamer reprint of the ad, a bright counter hanger, and a one-fold folder placed in all grocery sacks at the checking stand. The folder describes Old Westport Bread and the map wrapper, and tells how to mount the wrapper as an attractive map decoration for the home.

### Packaging

(Continued from page 33)

er packaging. They provide product protection. They make possible a distinctive package with high color attractiveness. And they also have the ability to sell the product either through some degree of product visibility or by means of colorful pictures to show physical attractiveness of the product or a combination of both. Laminated materials can "take" marvelous color imprinting.

Let's take a typical example of packaging. For example, a two- or three-layer cake, particularly the half-round type or the square type which is in vogue in many instances in many areas of the country. In a fully transparent package the cake is, of necessity, compressed in wrapping to make a compact and substantial package. In a wholesale bakery (and this occurs in retail bakeries, too) there are frequently times when the layers will not be entirely even. If filling is used to level up a cake of this kind, the product, if fully exposed, may not be entirely attractive, although the quality from the eating standpoint is no less than in a cake which is entirely symmetrical. This



**INNOVATION**—A packaging innovation shows cookies neatly displayed in a plastic apple design salad bowl. The bowl (shown above) becomes a very useful item around the home—it is 9½ in. wide and 2¼ in. deep. Colors available are cranberry, frosted green, yellow, and red. Rogers Plastics Corp., West Warren, Mass., manufacturer of the bowl, says that bakers and others are successfully using the bowl as a reusable sales help.

same cake, placed in a laminated (therefore, grease-proof and moisture-proof) carton with a transparent window can show just enough of the cake to give the customer a general idea of its appearance. It can provide the protection necessary to deliver her at home and at her table just what she saw and bought at the store. In addition, she has a container in which she can keep the balance of the product until it is consumed, in case she does not want to use it all at once. This is something which, in these days of cramped living quarters in many communities, is really important.

#### Packaging Possibilities

In some sections the sale of half rounds and half cakes is very high. How high would these sales go if the product was properly packaged? Many of these cakes do not present a highly attractive appearance when on display in the retail store. The sales manager sees all this. So does the customer. But all too frequently the bakery executive and usually the man who is responsible for packaging policies so far as purchasing is concerned rarely sees this picture.

The more I see of competitive food items (I do not mean baked goods particularly) and the way they are packed, the more I am inclined to a more liberal use of actual pictures or inviting designs on bakery product packages. I think it is a mistake to try to sell the product through complete visibility, if, in order to secure this complete visibility, we have to sacrifice some of the product protection which I have mentioned.

I feel the time is not far off when a bakery executive, before making any plans for repackaging or changes in package design, or for packaging new products, will call in his sales manager and ask him substantially these questions:

● Will the type of package we have in mind give absolute protection, all the way from the time the product is packed at the bakery until the last crumb or morsel is consumed in the consumer's home? (This absolute protection will, of course, include rigidity for protection against odor absorption from outside causes, protection against flavor deterioration through inlet of air; and in case the product may not be consumed when the package is first opened, this protection will include the ability to still protect the flavor and quality of the product until it is finally consumed or used.) This is a pretty big order.

● Will the package itself be suffi-

## Bakers of America Program Ad Schedule

A closer tie-in with Bakers of America Program advertisements is being forcefully encouraged and recommended in order that individual bakers may get the most out of the bakers' program advertising. To help subscribers localize the national program by building their plans around future advertising, publicity and merchandising groundwork being prepared by the Bakers of America Program, the following schedule of bakery foods advertising has been prepared by program headquarters. A grand total of 141,837,000 sales messages promoting the consumption of baked goods of all types is contained in the advertising set-up:

### BREAD ADVERTISEMENTS

August—Soup and Sandwich	Saturday Evening Post	4,033,000
	Ladies' Home Journal	4,473,000
	McCall's	3,842,000
	Woman's Home Companion	4,000,000
	Better Homes & Gardens	3,400,000
	Good Housekeeping	3,139,000
September—"School Lunch"	Saturday Evening Post	4,033,000
	Ladies' Home Journal	4,473,000
	McCall's	3,842,000
October—Toasted Cheese	Look	3,040,000
	Saturday Evening Post	4,033,000
	Good Housekeeping	3,139,000
	True Story	2,000,000
November—French Toast	Look	3,040,000
	Saturday Evening Post	4,033,000
	Woman's Home Companion	4,000,000
	Better Homes & Gardens	3,400,000
December—Toast	Look	3,040,000
	Ladies' Home Journal	4,473,000
	McCall's	3,842,000

### SWEET GOODS ADVERTISEMENTS

September—Cup Cakes	Woman's Home Companion	4,000,000
	Good Housekeeping	3,139,000
	True Story	2,000,000
September—Cherry Pie	Look	3,040,000
	Better Homes & Gardens	3,400,000
October—Doughnuts	Ladies' Home Journal	4,473,000
	Woman's Home Companion	4,000,000
	Better Homes & Gardens	3,400,000
October—Sweet Rolls	McCall's	3,842,000
November—Mince-Pumpkin Pie	McCall's	3,842,000
December—Chocolate Cake	Woman's Home Companion	4,000,000
	Good Housekeeping	3,139,000
	Better Homes & Gardens	3,400,000

Grand total . . . . . 141,837,000



ciently distinctive, through its shape, design, general appearance and color scheme, to attract people to it? (In other words, will it stand out in a crowd? It isn't what we think of our brain child but what the average customer or shopper, presented with a thousand things to look at, will think of our package. Will she be instantly drawn to it?) This is also a pretty big order.

Will the package help sell the product? (Just how much of the product to display varies with the product, and, in some cases, with the market. Most of us depend on our reputation for standard and consistent quality, rather than the actual showing of the product, to sell repeat customers. Whether the package should be of the window type, or a full transparent type, or one on which the selling is done by the aid of pictures of the product, is up to the individual to decide. But all of these factors should be considered in determining whether the package will sell the product when, at the final and fateful moment of decision, the customer stands in front of a lot of packages and makes up her mind. On how well all these factors have been weighed, and expressed in the package, will depend whether or not you have hit the jackpot so far as that sale is concerned.)

If the answer to any or all of these questions is "no," then you don't have a satisfactory package and you are right back where you started.

In surveying various packaging materials, the most nearly universal type which seems to provide all of the elements and potential elements the baker, the sales manager, and the consumer all want is laminated material. Whether it is a box or carton for cakes or pastries, a tray for doughnuts, buns or Brown 'n Serve, with a transparent overwrap, or merely a U-board for support, each of these should have all of the protective and other qualities I have enumerated. Laminated materials certainly provide them. The degree to which the other qualities must be present will depend pretty much on local conditions, on the packaging of competitive lines and on the packaging of other products in the store which may suggest or offer an alternative purchase to the consumer.

All of these must be studied, and, from my book, the man to do most of the studying and most of the deciding, and within financial limitations, the making of the final decision, is the sales manager. He is the man who day after day has to go out into the field and back up decisions with sales. After all, the sales manager rises or falls by the quality of the packaging decisions that are made! Why shouldn't he help make them?

#### LANGENDORF BREAD WRAPPED IN "LACE"

Scoring high in sales because of a novelty wrap is the Mrs. Holmes loaf of bread, introduced in Portland and Seattle recently by the Langendorf United Bakeries, Inc. Small in appearance, the loaf weighs 1 lb., retails at 24¢. Contents, according to the label, which has an all-over lace pattern, includes all sweet fresh whole milk (no water used), all fresh creamery butter (no other shortening), fresh eggs, and honey sweetening. The loaf was launched with introductory promotion on newspapers, billboards, TV and radio spots.

## SUCCESSFUL SELLING

A Column of Comment

BY WAYNE G. MARTIN, Jr.



### Sales Managers and Packages

**S**URPRISING as it was to us, recent surveys indicate that in a large number of bakeries sales managers have comparatively little authority in the planning and designing of bread wrappers, cake cartons and other containers. Naturally they cannot be expected to be experts in this field, but certainly their sales experience and knowledge of consumer preferences should be valuable in the selection of packages.

One reason why we believe bakery sales managers should have a more important voice in packaging is that they, rather than top management, are in closer touch with retail distributors and consumers. They should know the reaction to present containers, the packaging trend among competitors, and what is being done in packaging other foods.

After all, the final value of a bakery package is going to be discovered in retail grocery stores, where, it either will or will not attract attention. If a sales manager is on his job, he is constantly calling on retail grocers with his salesmen, and should be observing packaging trends. For top bakery management not to use this knowledge which sales managers should have is to miss a good bet.

#### Trade Press Praised

Pepperidge Farms, Inc., Norwalk, Conn., of which Mrs. Margaret Rudkin is founder and president, is undoubtedly one of the most successful bakery organizations in the country. Starting the business from absolutely nothing, she has made it the success that it is today, and her opinions of bakery practices should be of interest to other bakers.

Along those lines, Mrs. Rudkin

urged in a recent address that business papers be studied constantly, since they contain much information on new practices in both production and merchandising. The average small businessman, she said, can't afford to employ merchandising and production experts, and yet changes are occurring so rapidly that they must keep pace with them.

That, in her opinion, is where the value of the business press lies. Through the trade press bakers have the advantage of the opinion of the best experts in both bakery production and merchandising. This is available to them at a very small cost, and places small bakers in the same position as their larger competitors so far as knowledge of current trends is concerned.

#### New Bakery Advertising

The entrance of the Quality Bakers of America Cooperative, Inc., into the

comic book field, using them as an advertising medium, is something new in bakery sales promotion activities. The books will be distributed through retail grocery stores and sold at a price which is said to yield a nice profit for the grocers. The local member of the Quality Bakers of America will have his advertisement on the outside back cover of the books.

What the actual sales value of the plan will be remains to be seen, but it is something new in bakery merchandising. Children are large consumers of bakery goods, and if they can induce their parents to buy the brands advertised in the books, then they will have accomplished their purpose.

Comic books have developed a tremendous circulation, and it may be that the new one will do likewise. While personally we don't think too much of these books, nevertheless the approach to children which the Quality Bakers of America are making is a good one, for they are both the consumers of today and the buyers of tomorrow. It will be interesting to watch how the plan works out.

#### Good Advertising Schedule

Walter H. Hopkins and others who are responsible for scheduling the Bakers of America Program advertising deserve the congratulations of the industry for the manner in which they placed emphasis on various bakery products in advertisements to be published in national magazines for the balance of this year. Almost every product made by commercial bakers will be included in these advertisements, and the timing is such that they will fit into the season when they are in the greatest demand.

The total circulation of the magazines in which these advertisements will appear is 141,837,000. Needless to say, this is an excellent coverage. From what we have seen of the copy, it has real sales appeal and should actually help increase the sales of the products advertised.

However, even all that in itself is not enough. Individual bakers should take advantage of this strong sales effort by tying in their own merchandising activities with it. This can easily be done by using the sales helps which are offered by the Bakers of America Program. This is a most effective and inexpensive way for bakers to promote the sale of their own products.

#### Increased Competition

That the General Foods Corp., which has many items in direct competition with the baking industry, saw fit to increase materially its advertising budget for 1950 should be an excellent example for bakers in merchandising their own goods. Whether the items being advertised by the General Foods Corp. are in direct competition with bakery products makes little difference, for they

(Continued on page 40)

### Methods That Sell to Women . . .

#### Know What Mrs. Homemaker Will Buy

• By Dorothy Glenn



**A**RE more women shopping with you now? Are you reaching out into new areas to build volume? What are your potentials for growth in volume and profit?

These are a few of the many questions of major concern to you. Mrs. Homemaker is heading toward "one stop buying." What are you doing to bring shoppers into your store rather than down the street to the super market? You have much to offer the consumer, but we must first know some of the "whys and wherefores" before the retail baker can begin an aggressive campaign for business.

#### The Customer's Needs

First, we must consider the needs and desires of your potential customers. Mrs. Homemaker is in business—the business of maintaining a food budget, purchasing foods that sat-

isfy the hunger and the special appetites of every member of her family. What does Mrs. Homemaker want and need in the way of bakery goods? Are you supplying those goods?

Without doubt many of you are saying, "Of course, I give them what they want." But, are you? Have you taken the time to interview some of those homemakers for whom you are speaking so freely? Why doesn't Mrs. Smith and Mrs. Brown over on Chestnut street come into your shop? What about the new residential area—you have been getting very little business from them. And why? Yes, Bill Jones has a bakeshop over there, but that certainly is no reason to let the matter drop if you want increased volume and profit.

#### The Need for Service

Are there services you could offer shoppers that they would appreciate?

(Continued on page 44)

## ANSWERS TO "DO YOU KNOW?"

Questions on page 34

1. **True.** Too large a quantity of malted wheat flour added to the flour will result in slack doughs. This will produce loaves that are flattened and having a grain that will be quite open.

2. **True.** This procedure is recommended because there is less tendency for the layers of dough to separate during refrigeration. This will im-

prove the appearance of the baked rolls.

3. **False.** When properly made, neither type of lard should contain any moisture. Lard is figured as 100% fat.

4. **True.** Bakers quite often, in order to overcome this flatness, add a No. 10 can of apricots to every three cans of peaches. The apricots are first run through a fine sieve. This not only improves the flavor but also the appearance of the filling.

5. **False.** The flours made from hard spring wheats usually have a slightly higher absorption. There are exceptions, however, age of the flour, etc.

6. **True.** Due to the lower caramelization point of the corn sugar, a richer brown crust color will result.

7. **True.** There are available hydrogenated shortenings that have been especially manufactured for frying purposes. These are slightly different than those made for cakes, pies and cookies.

8. **True.** Bread flour in making pie crust would require a larger amount of shortening than an unbleached pastry flour or special pie flour, in order to produce a tender crust. This would increase the cost.

9. **False.** If the cream puffs are allowed to stand around for awhile, a

crust will form on them. This crust will cause the shells to have wild breaks, which spoils their appearance. If it is necessary to have them stand around for awhile, it would be best to wash them with a little milk or water before placing them in the oven.

10. **False.** Best results will be obtained by taking the dough out of the pans and making it over. This would mean quite a bit of extra labor, but the results would justify the expense.

11. **False.** It is added in order to make the coconut go farther, decreasing the cost of the topping. The white corn flakes are practically odorless and tasteless.

12. **True.** Different brands of canned pumpkin will vary in their moisture content. Using a drier pumpkin than the brand previously being used will make it necessary to increase the moisture in the formula being used for making the pumpkin pie filling.

13. **False.** This procedure is called the "single stage" mixing method. The "flour batter" method is as follows: Cream the flour, baking powder and shortening together. Beat up the eggs, sugar and salt. Then add the beaten mass gradually to the creamed mass. Then add the milk and flavor and mix until smooth.

14. **True.** They should be baked long enough so that the crust is dry and firm. Filling the eclairs with a warm or hot filling will also cause sweating. The chocolate should be applied while it is slightly warm (about 105° F.) while having it at the proper consistency. It will set up when it is on the eclairs and cooled.

15. **False.** For best results, they should be placed in a tank with running cold water. This tank should be equipped with a cold water inlet and an outlet. The cold water will thaw out the eggs gradually, allowing the protein to reabsorb the water lost during freezing. The thawed out eggs should be thoroughly stirred before being used.

16. **False.** Generally, 2 oz. tartaric acid is used with 100 lb. cane or beet sugar. For low grades of cane or beet sugar the acid content is increased from 50 to 60%.

17. **False.** It has been found that the fillings remain softer and do not dry out as fast when the pies are cut and exposed to the air. It also reduces the cost of the fillings slightly. Corn syrup has a low sweetening value.

18. **True.** The bread should be cooled where it is not subject to drafts or cold winds. It should be cooled gradually. The ideal procedure is to have a cooling room in which both the temperature and humidity may be controlled.

19. **True.** Usually from 5 to 8% corn sugar, based on the weight of the flour, is used to obtain a browner color. The corn sugar should be dissolved in the water as this procedure will insure thorough blending in the dough causing it to brown uniformly.

20. **True.** The flavor of the ginger snap crumbs blends very nicely with the pumpkin filling.

—BREAD IS THE STAFF OF LIFE—

H. C. RHODES NAMED

CAMDEN, N.J.—The H. C. Rhodes Bakery Equipment Co., Portland, Ore., will now handle a complete line of Teflon products, including coatings, for the Teflon products division of the U.S. Gasket Co., Camden, N.J. Territory will include the 10 western states of the U.S. and four provinces of Canada.

## WHAT SINGLE INGREDIENT

*Contributes So Much to Bread*

*...for so little?*

- ✓ Improved golden brown crust color
- ✓ High nutritional value — including more calcium, riboflavin and protein
- ✓ Toasts with an appetizing aroma
- ✓ Longer lasting freshness
- ✓ Better eating qualities
- ✓ Milk products stand high in consumer acceptance
- ✓ Homemakers expect bread to contain milk
- ✓ Favorable bread selection
- ✓ Bread consumption increased
- ✓ Effective aid to advertising
- ✓ Each one pound loaf contains the nonfat milk solids of seven ounces of milk

*6% nonfat dry milk solids*

**MILK SOLIDS**  
MAKES THE DIFFERENCE!

Check your bakery into the growing class of bakers who use 6% (or more) nonfat milk solids in their breads.

AMERICAN DRY MILK INSTITUTE, Inc., 221 N. La Salle St., Chicago





**PUT YOUR BRAND AT THE HEAD  
OF THE BAND—WITH FULTON  
FULPRINT COTTON BAGS**



***Fulton* BAG & COTTON MILLS**

Atlanta • St. Louis • Dallas • Los Angeles • Denver  
Minneapolis • New York • New Orleans • Kansas City, Kans.

**\$64**

**QUESTION**

**WHOSE  
FEED  
IS IN  
THE BAG**

**?**



Packaging your product in a bag that does not predominantly show your brand, is hiding your light under a bushel. Advertising value is lost all along the line, and most important at point of sale. There can be no question of instant brand identification when you use Fulton Fulprint Cotton Bags, with band labels or spot labels. The brand name of your product is a most important factor in building new sales and holding old customers.

The more often your brand is displayed, the more valuable it becomes.

## Doughnut Promotion

(Continued from page 33)

The campaign, which is being handled by the Foote, Cone and Belding Advertising Agency, aims to increase the number of informal and semiformal home parties by 50% during 1950. A full page, four-color doughnut party ad is scheduled for the October issue of Ladies Home Journal which reaches a paid circulation of 5 million, while 1/2-page full color party ads will appear in the October is-

sues of Woman's Home Companion and Better Homes & Gardens, which reach a paid circulation of 4 million and 3.4 million respectively.

Coordinated with the tremendous trade association campaign will be one of the most unusual food promotions in history, which is being undertaken by the doughnut corporation itself. According to J. I. Sugerman, advertising director, it will coordinate the dunking party campaign with that of a unique national election for the presidency of the National Dunking Assn.

Two color advertisements, featuring the photographs of the three

Dunking association candidates, Jimmy Durante, Marie Wilson and Bobby Benson, will appear alongside the bakers' ads in Woman's Home Companion and Better Homes & Gardens, urging the public to vote for its favorite by obtaining an election ballot at any retail bakery, grocery, super market or chain store.

Over 10 million of these ballots are being printed for insertion in doughnut packages, and the ads themselves will be supplemented by attractive counter display cards, window streamers, and other point-of-sale campaign material which will be used in retail doughnut outlets. Applica-

tion blanks for membership in the National Dunking Assn., which, with 10¢ will entitle the prospective member to a membership card and pin, dunking contest whistle and western comic party book, can be obtained wherever doughnuts are sold or on doughnut packages in bakeries and groceries.

The party and dunking themes will be combined publicly wise via a series of campaign parties by the three candidates, featuring dunking games, doughnut refreshments and decorations. Campaign speeches by Jimmy Durante, Marie Wilson and Bobby Benson will be aired on major radio and television network programs, while special photographs of the candidates instructing senatorial and gubernatorial candidates throughout the country in the art of dunking are being prepared for publication in newspapers all over the U.S.

A special trip to Washington for a course in campaign technique by one of the Dunking association nominees will highlight the publicity buildup, which will also feature a doughnut song by some famous vocal personality, the introduction of a doughnut costume by a noted fashion designer and continuous election publicity via radio, television, newspapers and magazines.

## Successful Selling

(Continued from page 37)

are all competing for the consumer's food dollar.

The reason given by the firm for its increased advertising expenditure was that products already well established must be maintained, and that new items obviously need advertising assistance. While it is true that General Foods markets a much more diversified line than do bakers, the sales principles are the same.

Bakers must retain a consumer demand for the products which they have already well established, and at the same time they must create an interest in whatever new products they may bring on the market. In both instances advertising is an extremely important factor in accomplishing the desired results.

## Must Sell Packages

At a recent conference on packaging problems, experts in that industry agreed that consumers must be told about them. In other words, it's not enough to let the packages speak for themselves. It seems to us that should be particularly true of the baking industry. When an improvement is made in the container for a bakery product, it usually means better protection for the product itself.

As time goes on, consumers may become aware of this, but quite often valuable time is wasted. An improved package undoubtedly offers a strong sales story. To neglect telling this story is to miss out on a strong merchandising appeal. In addition to greater protection, a new package may offer greater convenience to the housewife, or it may have a particular reuse value.

In any event, the story of the new package should be made a part of the bakery's advertising campaign until such time as the public is fully aware of it. This can easily be done in advertising copy without taking anything away from the story told about the product in the container. To overlook doing this is to miss a good sales opportunity.

bake  
it  
off

in the **FLEX-O-MATIC**



This 18-pan FLEX-O-MATIC oven bakes off fast selling products in a Long Island city.

This FLEX-O-MATIC gives quality control for all retail bakery items.

**YOU'LL** get better bakes, for all varieties of baked goods, when you bake off in your new FLEX-O-MATIC oven.

You've got fast heat control—at your finger tips. There's no waiting for temperature adjustments. You reset the heat control for the temperature you want—and there it stays until that batch is baked off—or until you change the setting again.

Smooth operation is another feature you'll appreciate for fine cakes.

And fuel economy you must have—so that's what you get in FLEX-O-MATIC.

The finest of engineering construction, with beautiful deep lustre finish, and a long lasting life of heavy duty service, combine to give you everything you want in a fine reel oven.

There's a size to meet your particular shop need, to bake everything you make, or as an auxiliary oven for special baking production.

Ask the USP jobber where you can see a FLEX-O-MATIC in operation near you. He'll be glad to give you full information. Or write direct to

Bakery  
Equipment  
Division



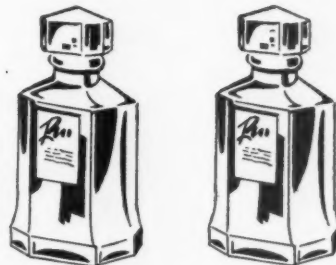
**UNION STEEL PRODUCTS CO.**  
ALBION, MICHIGAN



It's enough for twins to look alike



...and for perfumes to smell alike



But flours have to  
**BE ALIKE!**



...and we take 3 extra steps to be sure



**AND IT'S  
BIN CHECKED**

Every precaution that every miller takes, we take too.

Then we go three steps further to make dead certain that every sack of Atkinson flour is exactly like the last batch of the same type.

Our 50,000 cwt. bin capacity enables us to make long runs of particular flour types. We have ample time to adjust—and we do adjust—our milling to precise accuracy . . . extra step number one.

We bake test the flour as it goes to the

bins . . . extra step number two.

We bake test again and make a chemical analysis just before delivery . . . extra step number three.

That's why we can freely guarantee absolute uniformity, from one lot to the next, of the flour you buy. And remember, too, that this flour comes to you fully aged, ready to go in production—another Atkinson plus.

Switch to Atkinson—the truly uniform flour—IT'S BIN-AGED\*.

**ATKINSON MILLING COMPANY**

MINNEAPOLIS, MINNESOTA

\*TRADEMARK REG. U.S. PAT. OFF.

## Nationally-Known Speakers to Appear at SBA Exposition

ATLANTA—Tentative plans are well under way for the Wholesale and Retail Production Conferences of the Southern Bakers Assn., planned for the Municipal Auditorium here Sept. 17-19. According to E. P. Cline, secretary-treasurer of the SBA, some of the country's outstanding speakers on production problems have consented to appear on the program.

J. M. Albright, American Bakeries

Co., Atlanta, and Wallace K. Swanson, Columbia Baking Co., are chairman and co-chairman, respectively, of the Wholesale Production Conference.

M. J. Swortfiguer, the Kroger Co., St. Louis, will open the Sept. 17 session with a paper on "Fermentation and Its Importance." Mr. Swortfiguer's paper will discuss the "Why" of a sponge—its purpose and its de-

velopment, gas production and gas retention, fermentation and its relation to mechanical dough development. A question and answer session will follow.

### Cake Problems

Gilbert Deason, American Bakeries Co., Atlanta, will discuss quality control in cake production as a feature of the wholesale cake session later the morning of Sept. 17. He will be followed by Carl W. Steinhauer, director of sales, Union Steel Products Co., Albion, Mich., and president of the Bakery Equipment Manufacturers Assn., who will dis-

cuss the handling of bread and cakes by conveyor systems. Mr. Steinhauer will also touch on the new developments in equipment for delivery trucks.

The Sept. 18 session will get under way at 9:30 a.m. with a discussion of the costing of individual bakery products by John C. McAlpine, Jr., John C. McAlpine & Son, Philadelphia. Mr. McAlpine's paper will cover the costing of bakery products, industry, labor, wrapping, material, overhead and production per hour on various items produced in bakery plants today. Later that morning Charles Riley, Brolite Co., Chicago, will appear with a presentation on "Wholesale Sweet Goods and Their Potentialities."

Mr. Riley will be chairman of a group which will examine the details of sweet roll production. He will be assisted by Carl H. Bastel, bakery service department, National Yeast Co.; Ray Phelan, bakery service, Standard Brands, Inc., and Paul Busse, Anheuser-Busch, Inc., Chicago.

### Personnel Conference

A joint session Sept. 19 will feature a conference on "Personnel Selection and Evaluation" by Don F. Copell, Wagner Baking Co., Newark, N.J., president of the American Society of Bakery Engineers and New York Production Men's Club. The conference is expected to be one of the highlights of the conference.

Carl A. Bornman, Cotton Baking Co., Shreveport, La., will speak on "Sanitation and Our Industry."

A retail production conference is planned under the chairmanship of Vaughn Vincent, Vincent's Pastries, Atlanta, Ga. Frank Gant, Quality Bakery, Spartanburg, S.C., and M. C. Fox, Dainty Bakery, Alabama City, Ala., will act as co-chairmen.

Mr. Riley will also be in charge of a retail meeting which is sponsored by Georgia and Carolina retail bakery groups. It will be held at the Washington Street Bakery of Colonial Stores, Inc., and demonstrations will be featured.

Other features scheduled include Gus Anderson, with spun sugar cake decorating demonstrations; Peter Pirrie, Bakers Weekly, New York, on accounting methods; Fred Wheeler, Armour & Co., Chicago, Bud Kramer, Procter & Gamble, and A. W. Kimble, Swift & Co., appearing on the retail program.

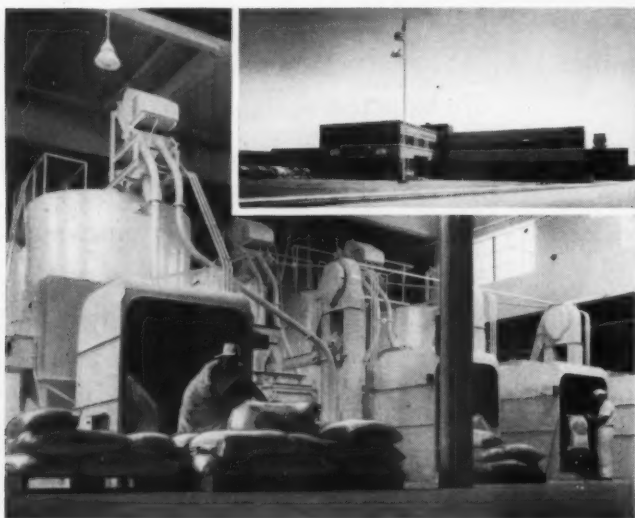
Further information on the scheduled exposition and conference will be available later from the headquarters of the Southern Bakers Exposition and Production Conference at 703 Henry Grady Bldg., Atlanta 3, Ga.

**COTTON BAGS MAKE THIS**

# Triple Play Every Day!

**SAVINGS** ● **TO MILLS**  
**ECONOMY** ● **TO BAKERIES**  
**GOOD WILL** ● **TO HOUSEWIVES**

**FLOUR IN COTTON BAGS — IN ANOTHER OF AMERICA'S MOST MODERN BAKERIES**



Courtesy of Helms' Bakeries, Montebello, Calif.

**TEXTILE BAG MANUFACTURERS ASSOCIATION**  
 611 Davis Street Evanston, Illinois

## GOVERNMENT SANITATION AUTHORITIES SPEAK ON BENEFITS OF COTTON BAGS

"...We welcome all developments which make a contribution to a cleaner food and drug supply for the American public."

—WASHINGTON, D. C.

"I am sure that if the bakers of this country will follow your suggestions, they will not find the use of new cotton bags an expensive item."

—ST. PAUL, MINN.

"...one of the country's newest and most sanitary bakeries receiving flour in sanitary new cotton sheeting bags."

—NORTH DAKOTA

"Your interest in the featuring of one-trip (cotton) bags for the use of bakers is to be commended."

—MASSACHUSETTS

"I think that your poster, 'Best Ways to Store and Handle Flour' (with cotton bags) should reach all the Vermont Bakeries."

—VERMONT

**Write for New Methods on how Cotton Bags can be packed most Economically**



more time for "cutting over" or giving dough extra punches. If you want a flour which will stand abuse, write or wire

**NEBRASKA CONSOLIDATED MILLS COMPANY**

1521 N. 16th St. OMAHA, NEBRASKA



*Peak Performance*

BACKED BY

*Superior Service*

**PIKES PEAK**

**BAKERY FLOURS**



*The* COLORADO MILLING & ELEVATOR COMPANY

*General Offices:* DENVER, COLORADO

## Dorothy Glenn

(Continued from page 37)

What do they want in the way of services? The only way you can know is to go out and find the answers, and keep that information current and alive. The old answers we have set such store in for so many years no longer apply. Living habits and buying habits are changing daily. Take the case of the prepared cake mix. Not too long ago it was unheard of. Today it enjoys

good sales volume, and that volume is growing. No, the old answers no longer apply.

No one person can be an expert in answering the questions just presented. Each community and locality within the community will vary the answers. It is up to the retail baker to do a bit of market research on his own.

For a starter, it will help to consult with the local newspaper and radio, the Chamber of Commerce to familiarize yourself with the character changes in the area in which you wish to do business. But, the surest source of information is Mrs.

Homemaker herself. She is only too happy to pass on her needs and desires. Too few businesses have given her that consideration.

The cost on such a project need not be great. You may want to do it yourself, or have one of your employees handle the job on slack days. On the other hand, high school or college students may be hired at a nominal sum to get the desired information.

Yours may be a written survey, or simply a "chatting" with homemakers in various areas. You will probably be amazed at some of the answers you get because they don't

INDIANA BAKERY OFFERS  
SIDEWALK SERVICE

★

The Broadway Pastry Shop, Peru, Ind., has opened a sales window to give their customers sidewalk service, which is available to the public daily and Sunday from 11 a.m. to 11 p.m., while the bakery itself is open from 7 a.m. to 11 p.m. daily and on Sunday's from 11 a.m. to 11 p.m.

agree with the things you have been doing for years and years.

For those bakeshops supplying goods of top notch quality, courteous service, cleanliness in the shop and customer services, your area of expansion is unlimited. Mrs. Homemaker is interested in cutting down the time spent in shopping for foods so she has gone to the "one stop" super to do it. But, she also is very aware that the flavor, appearance and quality of freshly baked goods from a bakeshop is always superior to those she gets in packages at the super. Give these women shoppers good reason for stopping with you, then tell them about it.

## Sensible Advertising

Many bakeshops are doing an institutional or public relations job in their advertising to influence Mrs. Homemaker. Perhaps that approach will be good in your community—it is up to you to find out. But, don't expect any advertising program to bring in a huge volume of business unless you first find out just exactly what today's homemaker wants in the way of baked goods.

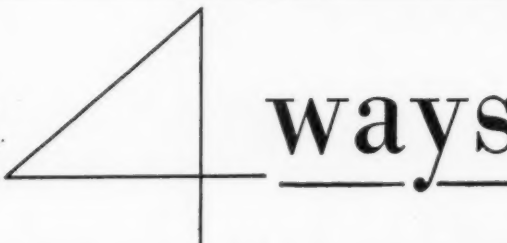
In closing, let's take one specific point in case. Not many years ago this particular bakeshop had a sizeable volume in sweet goods. The sweet rolls and coffee cakes stood 3 to 4 in. high, with a springling of nuts and fruits on top and a drizzling of sweet topping. The business began to fall off. The owner couldn't understand why because he was maintaining his same high quality of dough, and was even adding more nuts, more fruits to the topping.

One evening at the local community supper he sat at a table of people he didn't know too well. The conversation (as it invariably does) turned to food. It seemed these women were shopping at the competitor's bakeshop. They were praising a particular coffee cake that was "so thin, crisp, brown and crunchy." Our baker friend went into his shop the next morning thoroughly convinced that something had happened to the eating habits of his locality and it behooved him to develop sweet goods that were "thin, crisp and crunchy."

## Eating Habits Change

Needless to say, the eating habits had changed. He never bothered to check and find out just why. He simply changed to meet this changing habit and got back into the sweet goods business again.

The lesson he learned the hard way is one that all of us can learn the easy way. Let's keep our ears to the ground and our eyes constantly searching the highways and byways. Mrs. Homemaker is a pretty shrewd woman and she knows what she wants. You'll make a friend of her for life if you just take her into your confidence and tell her frankly you are asking for information so you can serve her better. Besides, if you are aware of trends you will always find yourself the leader of the parade of progress.

Better  ways

## PFIZER ENRICHMENT WAFERS

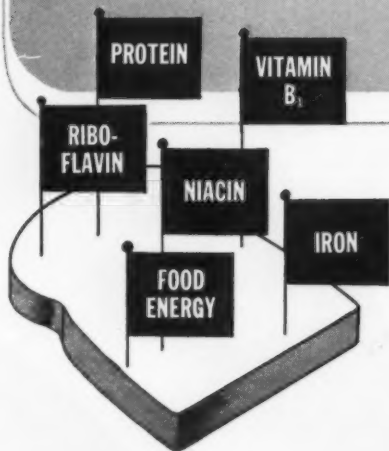
1 You get full enrichment in every batch because Pfizer Enrichment Wafers are tough—resist dusting and breaking in transit.

2 You save time on mixing because Pfizer Enrichment Wafers are formulated to disintegrate f-a-s-t in water or yeast suspensions.



3 You get complete and uniform dispersion throughout every dough batch because Pfizer Enrichment Wafers disintegrate completely.

4 Your production operations are stepped up because Pfizer Enrichment Wafers are shaped for convenient handling—come in easily accessible handy set-up boxes—are doubly scored for fast and accurate preparation of smaller batches. Available in types "A" and "B" for high or low non-fat milk solids. Write today for our latest descriptive leaflet. Chas. Pfizer & Co., Inc., 630 Flushing Avenue, Brooklyn 6, N. Y.; 425 N. Michigan Avenue, Chicago 11, Ill.; 605 Third Street, San Francisco 7, Calif.



PFIZER



Manufacturing Chemists for Over 100 Years



# PRECISION...



a story of flour research

Some years ago we sought a word to describe our methods and products—a word that would tell you what pains we take to make our flours excel.

"Precision" is the word we chose, and of course, it implies research. Today, as then, Moore-Lowry maintains one of the most complete research laboratories in the industry. Here cereal scientists select, blend, test and analyze wheat *before* it is bought. Strains outstanding for baking quality and flavor then serve as the model.

To you, Moore-Lowry "precision" means uniformly-fine flours that have the right properties and the *same* properties whenever you bake with them. Our packages of "precision" are named Topper, Flaming Arrow, and Big Boy.

**THE MOORE-LOWRY FLOUR MILLS COMPANY**

Offices at Kansas City 6, Mo.

Daily Capacity 4200 cwt.

Mills at Coffeyville, Kans.

# What Makes It So GOOD ?

1 ✓  
**Wheat  
Selection**

2 ✓  
**Testing**  
Laboratory—  
Pilot Mill—Bakery

3 ✓  
**Facilities**  
(Equipment)

4 ✓  
**Milling  
Know How**

5 ✓  
**Housekeeping**  
(Pest Controls)

6 ✓  
**Service**  
Handling & Shipping

7 ✓  
**Priceless  
Ingredient**

## 2 Testing

Laboratory—Pilot Mill—Bakery

Between wheat selection and actual flour delivery, TESTING METHODS are the precision guardians of Gooch's identical performance flour.

**PILOT MILL:** This is the guinea pig of milling. Before the various wheats are blended into the "mill mix" separate samples are milled into flour on the pilot; this test mill flour is now ready for the "pulse" of the whole performance—the laboratory.

**LABORATORY CONTROL:** These pre-milled flour samples are completely analyzed. The mechanical tolerance, mixing time, malt, bleach and all milling control requirements are determined for each sample separately. The percentages for the Master Wheat Mix are then computed. The milling controls are now set for the end result—uniform flour.



**BAKERY:** Good bread at the bakery is the final proof; even this test is made before the flour leaves the mill. Bread is baked daily by skilled technicians and the results rigidly scored to insure that the expected will be received by our customers.

Testing is the second step taken by Gooch to supply you with the best in bakery flour. You will know the value of Gooch's seven steps for better bread flour when you first use

## GOOCH'S BEST FLOUR

Needs No Blending to

*Make GOOD Bread*

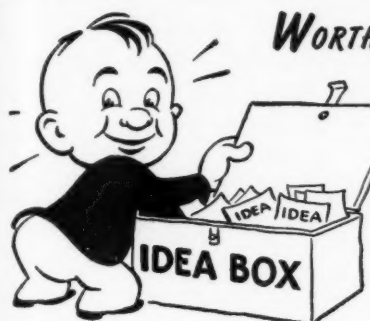
**GOOCH MILLING & ELEVATOR CO.**

**LINCOLN, NEBRASKA**

Daily Capacity 5,000 Cwts.

Elevator Space 2,100,000 Bus.





WORTH LOOKING INTO . . .

NEW PRODUCTS

NEW SERVICES

NEW LITERATURE

A reader service feature announcing the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Further information on any of the items discussed in this department may be obtained by writing the Reader Service Department of:

**The American Baker**  
118 So. 6th St. Minneapolis, Minn.

### No. 365—Booklet on Scales

The Exact Weight Scale Co. has released a 20-page, pocket size booklet on "What Good Scales Mean to the Baking Industry." The importance of a good scale in the bakery for proper control of the quality of the product, inventory and other factors is discussed. The booklet points out that the control of these factors may be a deciding factor as to whether the business will show a profit or a loss.

Sections in the booklet discuss the value of scaling equipment, the importance of good scales, and list the many uses of scales in a modern bake shop.

Included in the booklet is a listing

of the various "Exact-Weight" scales available to the baking industry.

### No. 364—Rye Sour Concentrate

The Lake Shore Products company has developed "LSP-Rye Sour Concentrate" said to differ from other sour in that it is highly concentrated. Physically, the concentrate is a white, granular, free-flowing material used in the manufacture of rye bread by adding 1%, or 1 lb. per 100 lb. flour used, directly to the dough or sponge stage.

The material is preformed and requires no setting time as with a wet sour, the manufacturer points out. Results are obtained which are similar to a wet sour, it is stated. It is pointed out that the concentration of the product can effect a saving in

# LA GRANGE FLOURS . . .

whether plain or enriched, remain the same high standard, dependable flours that have characterized the products of La Grange Mills over the half century and more of their operation.

This quality pattern is not an accident but the result of painstaking care in wheat selection and careful milling.



You can depend on  
**LA GRANGE FLOURS**



**LA GRANGE MILLS** RED WING MINNESOTA

**ARNOLD**

...of...

**STERLING**

*Mills and Sells*

**"Thoro-Bread"**

(Diastatically Balanced)

A very fine, strong, altogether uniform and dependable flour

**ARNOLD MILLING CO.**  
STERLING, KANSAS

**The Williams Bros. Co.**

Merchant Millers KENT, OHIO, U.S.A.

Specialists Ohio Winter Wheat Flour

All our wheat is grown on "Western Reserve" and bought from the growers at elevators we own and operate.

**Bowersock Mills & Power Co.**

LAWRENCE, KANSAS

**ZEPHYR FLOUR**

AS FINE A BAKING FLOUR AS A BAKER CAN BUY AT ANY PRICE  
Established 1874

**BLAIR'S** *Certified*  
FLOUR FEEDS

BLAIR MILLING CO., Atchison, Kans.

**Miner - Hillard Milling Co.**

WILKES-BARRE, PA.

Manufacturers of

CORN FLOUR - CORN MEAL  
CORN SPECIALTIES

**Chickasha Milling Co.**

Capacity 1500 sacks CHICKASHA OKLA. Cable Address "Washita"

Manufacturers of High-Grade Hard Wheat Flour  
Foreign and Domestic Trade Solicited  
Member Millers' National Federation

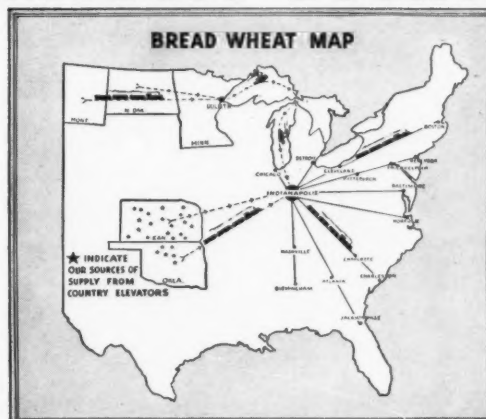
**HIGH GLUTEN FLOURS**  
For Bakers

**The Morrison Milling Co.**

Denton, Texas

Emphatically Independent

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INDIANAPOLIS, IND.

*Over a Century of Milling Progress*

• Since 1821 •

**104 YEARS OF MILLING EXPERIENCE  
PLUS MODERN LABORATORY CONTROL  
ASSURES THE BAKER EXCELLENT RESULTS WITH:**



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LIBERTY—Short Spring Patent  
BEST PATENT—Standard Spring Patent  
LOTUS—Strong Spring Patent  
STRONG BAKERS—First Spring Clear  
CAKE and PASTRY FLOURS  
RYE—White - Medium - Dark

**GEORGE URBAN MILLING CO. BUFFALO N. Y.**

**FORBES BROS.-  
CENTRAL MILLS CORP.**

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Making Quality Products*

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CORN MEAL CORN BRAN  
HOMINY FEED

Box 886 South Topeka, Kas.





# **PERFORMANCE** determines Cost

## **HOW MIGHTY IS A PENNY?**

Every successful baker is, and necessarily must be, a good business man. In the highly competitive baking industry, the difference between success and failure sometimes hinges on as little as a fraction of a penny in unit costs.

Those bakers who have installed cost accounting methods are discovering mighty interesting facts about ingredient costs. Take Midland Flours, for example.

The outstanding shop performance of Midland Flours means lowered production costs all the way down the line. Milled in accordance with *scientific* control standards, the name "Midland" is your absolute assurance of uniform baking results . . . means increased sales, too, through quality baked goods with increased consumer appeal.

It's just good business to use precision-milled flours by Midland.

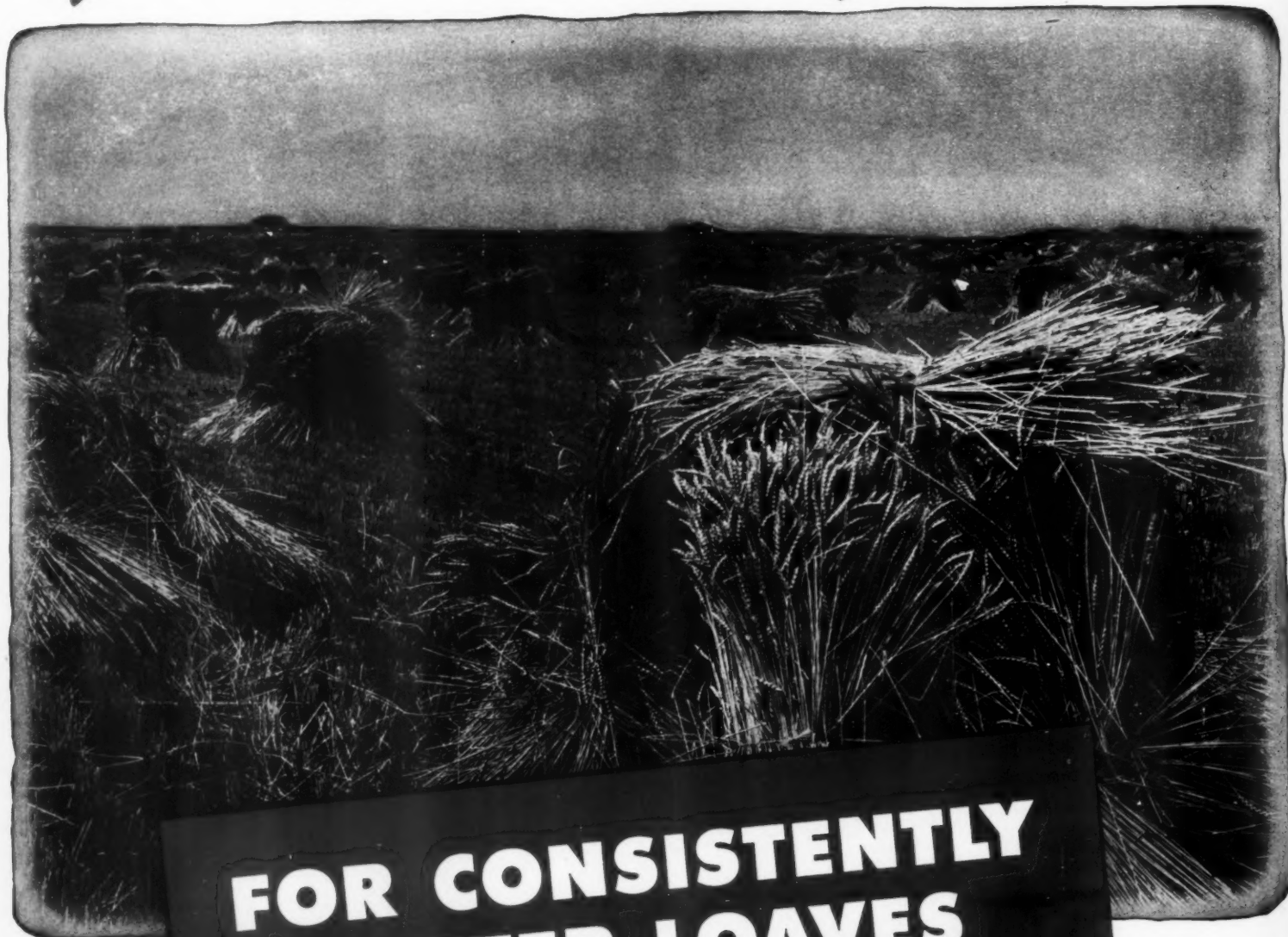


**Town Crier  
FLOUR**

PRECISION-MILLED FLOURS BY

**THE MIDLAND FLOUR MILLING COMPANY  
NORTH KANSAS CITY, MO.**

**MILLED FROM**  
*High Protein Spring Wheat*



**FOR CONSISTENTLY  
BETTER LOAVES**

**Aged  
and  
Aerated**



**KING MIDAS FLOUR**

Pv



eration yet makes immediately visible the slightest weight discrepancy standardizing the finished product according to predetermined specifications," company officials state.

The scale has a white enamel finish with polished aluminum over and under head. The 200 lb. capacity by 1 oz. model is reported to give a heavy duty operation with accuracy guarantee of small sensitive scales.

### No. 345—Steam Cleaner

The Homestead Valve Mfg. Co., Coraopolis, Pa., has announced a new all-electric steam cleaner for use in bakeries and other food plants. It is said that this cleaner has the additional advantage of containing no contaminating fuel odors. These cleaners are used in cleaning floors, vats, racks and all kinds of equipment. They can also be used to clean the interior of trucks.

### No. 342—Heavy Duty Vacuum

The Air Appliance division of U.S. Hoffman Machinery Corp., New York, has announced the introduction of a new 3 h.p., heavy duty vacuum cleaning portable, providing 4.4 cu. ft. of dust storage capacity and designed for continuous operation on heavy dust deposits.

The new "Hoffo-Vac No. 30" is claimed to offer "operating efficiency, design compactness and maneuverability advantages not previously available in one-sweeper units of this size." The compactly designed unit is 66 in. long, 32½ in. wide and 63½ in. high.

According to company engineers, the unit allows for fast, easy dust disposal with dust container lowered or raised by action of a single lever. Cut-away back on the container simplifies tilting to empty.

Other convenience features include hose carrying-rack, electric cord saddle, carrying box for cleaning tools and swing-hinged inspection door permanently attached. Literature is available on request.

### No. 328—Folder on Wrapper

A new folder released by the American Machine & Foundry Co. shows the operation of the single adjustment mechanism for simultaneous adjustments of material feed, folders and heaters on the AMF Standard wrapping machine. A phantomized drawing shows what the equipment consists of, including the adjusting crank handle, material feed mechanism and material feed chains. The illustration shows bakers how valuable time is saved when wrapping loaves of various lengths. Bakery executives, engineers and production men may obtain a copy on request.

### No. 341—Bakery Marketing Reports

A new service known as "Bakery Management and Marketing Reports" has been announced by Lloyd R. Wolfe & Associates, business consulting firm.

Based upon his many years of close personal association with bakery management, Mr. Wolfe says: "Our purpose is to search out important facts and establish significant trends pertaining to the production and distribution of bakery products, and to identify proven principles of business practice."

"Designed for frequent and timely

release, Bakery Management and Marketing Reports will be objective, comprehensive, reliable, and interestingly presented. Further—all subjects will be so developed and applied as to make the reports usable by the man on the job, as well as by top management."

—BREAD IS THE STAFF OF LIFE—

### SANITATION COMMITTEE CONSULTANTS ANNOUNCED

NEW YORK—A. T. Prosser, chairman of the Baking Industry Sanitation Standards Committee, has announced the completion of the list

of consultants to the committee. Following is the list of consultants who represent interested public and private organizations other than official members of the committee:

George P. Larrick, Food and Drug Administration; A. W. Fuchs, U.S. Public Health Service; A. E. Abrahamson, American Public Health Assn., and C. W. Weber, International Association of Milk and Food Sanitarians.

It is planned to have the next meeting of the full committee about the time of the American Bakers Assn. convention in October. Preliminary to this, the five task groups charged

with the responsibility for developing standards for flour equipment, horizontal mixers, vertical mixers, proofers and dough troughs are to have a report to the committee by Sept. 1.

—BREAD IS THE STAFF OF LIFE—

### SPAULDING BAKERIES TO ENLARGE N.Y. PLANT

BINGHAMTON, N.Y. — Spaulding Bakeries, Inc., has a \$500,000 plant rehabilitation program under way. To be completed this fall, it includes a new one-story building and installation of new ovens and other equipment to make possible a 40% increase in production.

# Beautiful

# WHITE BREAD

made with **Wytase**

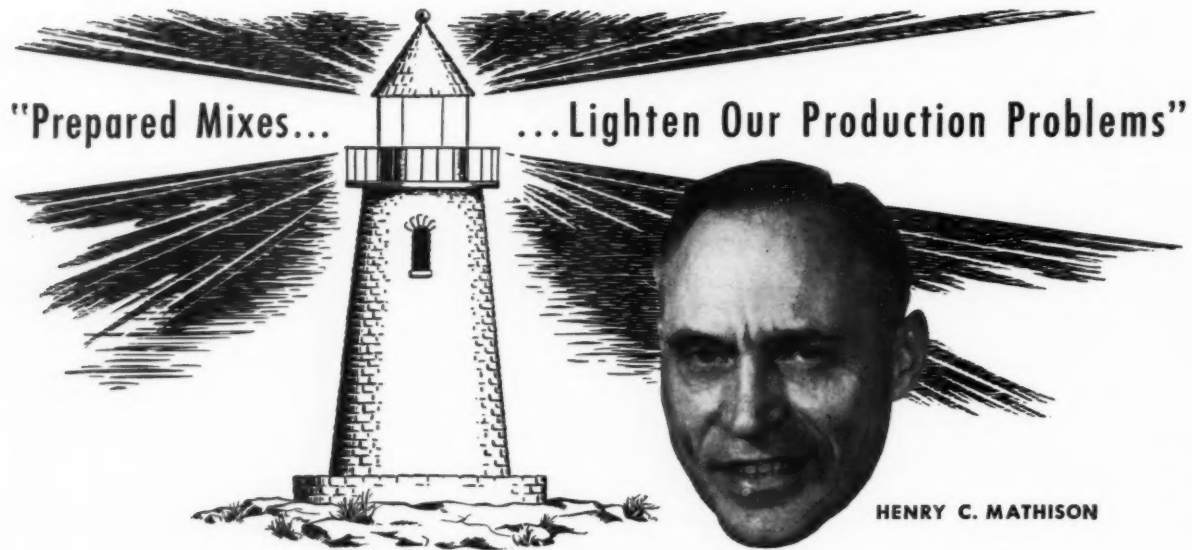
REG. U.S. PAT. OFF. **DOUGH WHITENER**

WYTASE is the registered trade mark of the J. R. Short Milling Company to designate its natural enzyme preparation for whitening the dough.

"Please pass the sandwiches" brings added enjoyment when they are made with sparkling white bread—bread of finer texture and better flavor, whitened nature's way with Wytase.



**J. R. SHORT MILLING COMPANY, 38th and South May Streets, Chicago 9, Illinois**



### ...says co-owner of St. Paul's Lighthouse Bakeries

Co-owner HENRY C. MATHISON is in charge of production for the progressive Lighthouse Bakeries, operating eight retail stores in St. Paul, Minnesota.

"We have found that high-quality prepared mixes contribute a great deal to efficient, modern bakery operation," says Mr. Mathison. "They not only speed up and simplify our production schedules, but make it much easier to maintain uniform quality in our baked foods."

## Five Pillsbury bakery mixes serve the Lighthouse Bakeries

These popular and successful bakeries use Pillsbury's Redi-Raise and Rollex in producing a wide variety of tempting sweet goods. They make tender cake doughnuts with Pillsbury's Gold-N-Doh Cake Doughnut Mix and coat them with Pillsbury's Sugarkote. And they turn out fluffy, delicate raised doughnuts with Pillsbury's Po-Ta-Doh Raised Doughnut Mix.

Check over Pillsbury's distinguished family of Bakery Mixes with your Pillsbury jobber or salesman. Select the ones that seem best suited to your needs—and try them out for yourself under our MONEY-BACK GUARANTEE!

## Pillsbury Prepared Mixes

FOR QUALITY-MINDED BAKERS

PILLSBURY MILLS, INC., General Offices: Minneapolis 2, Minn.





## Safety in the Bakery

(Continued from page 22)

### "Caution! Man Working on Machine"

Arrange the switch so that the sign can be hung from the operating lever.

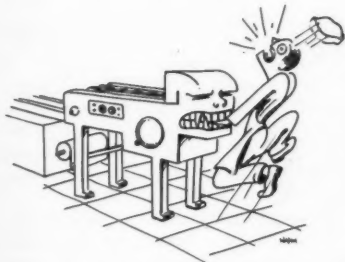
### Safety Standardized

Safety in bakery operation has been standardized by the American Standards Assn. Safety Code for Bakery Equipment. This is a guide both for bakery machinery manufacturers and bakery operators. Copies of the ASA Safety Code for Bakery Equipment, Z50.1-1947 are available from the American Standards Assn., 70 E. 45th St., New York 17, N.Y. This code gives minimum equipment requirements and safety practices. This article has attempted to dramatize the machine aspects of bakery safety.

To summarize:

(1) Prevent deliberate entanglement by education. The cardinal rule—Always stop a machine before putting hands inside.

(2) Prevent inadvertent entanglement by education, good housekeep-



ing and high traction floors. The cardinal rule—Always watch your step and hands near a running machine.

(3) Guards. Remove if you must, covers that interfere with efficient operation but put guards over chains, belts, gears and any dangerous mechanism.

(4) Machine Starting. Accidents due to starting can be prevented by education, single-start station for any machine group and signs that a man can leave on the machine or switches to protect himself.

—BREAD IS THE STAFF OF LIFE—

### NUTRITION STUDY SHOWS VALUE OF MILK SOLIDS

CHICAGO—Dr. Tom D. Spies, a Northwestern University nutritionist, has demonstrated the value of milk solids in promoting growth and development of children at the Hill-

man Hospital in Birmingham, Ala. Robert E. Jones, publisher of the Pacific Dairy Review, San Francisco, reports the work in a recent bulletin, "Nonfat Dry Milk Solids, Dry Whole Milk—Food for Children."

For 20 months 41 undernourished children were given a diet supplement of dry whole milk or nonfat dry milk solids. At the same time 41 comparable youngsters were given no additional milk solids in their ordinary daily diet. Improvement in speed of development was shown by 54% of the children receiving the milk solids supplement and 73% showed improvement in rate of growth.

Homemakers can assure their families a high level of milk solids by serving dairy products and foods which contain substantial amounts of milk or nonfat milk solids. Bread, sausage, confections, cakes and prepared mixes can be excellent sources of the important nutrients of milk, it is pointed out.

—BREAD IS THE STAFF OF LIFE—

### AMERICAN STORES FIRM PLANS NEW CONSTRUCTION

PHILADELPHIA—The American Stores Co. has announced that a \$735,600 three-story bakery will be

constructed in West Philadelphia as part of a \$2,039,488 expenditure for four new buildings.

Other construction at the site includes a one-story warehouse costing \$1,181,968, a one-story garage and one-story repair shop, involving a combined outlay of \$121,920.

—BREAD IS THE STAFF OF LIFE—

### ROPE AND MOLD INHIBITORS

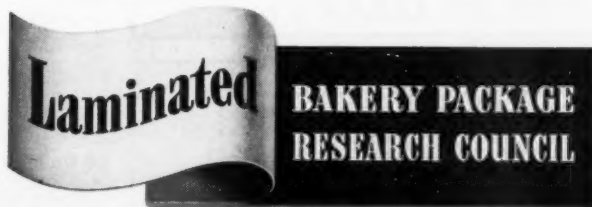
CHICAGO — One of the papers given at the 26th annual meeting of the American Society of Bakery Engineers this spring was on rope and mold inhibitors by Elmer F. Glabe, Food Technology, Inc., Chicago; the

# Laminated Packages Increase Sales for Brown'n Serve

### HERE ARE 3 GOOD REASONS WHY BROWN'N SERVE PRODUCTS SELL BETTER IN LAMINATED PACKAGES

1. Unlike ordinary packages, laminated packages have a sturdy, rigid, 3-ply construction that protects the contents against rough handling and crushing, in stacking and in transit.
2. Laminated packages are attractive in appearance, and their rigid construction helps to keep the products they contain invitingly attractive, too.
3. Laminated packages are moistureproof and greaseproof. They prevent the transfer of moisture or shortening from the product to the package.

*Brown'n Serve products need more protection than fully baked goods. But the laminated package is an effective selling aid for any variety baked product... the attractive appearance stimulates the original sale... the protection of product quality brings the repeat sale.*



111 WEST WASHINGTON STREET • CHICAGO 2, ILLINOIS



### IN THE BAKERY CAN BE REDUCED

Did you know there is an American Standard Safety Code for Bakery Equipment?

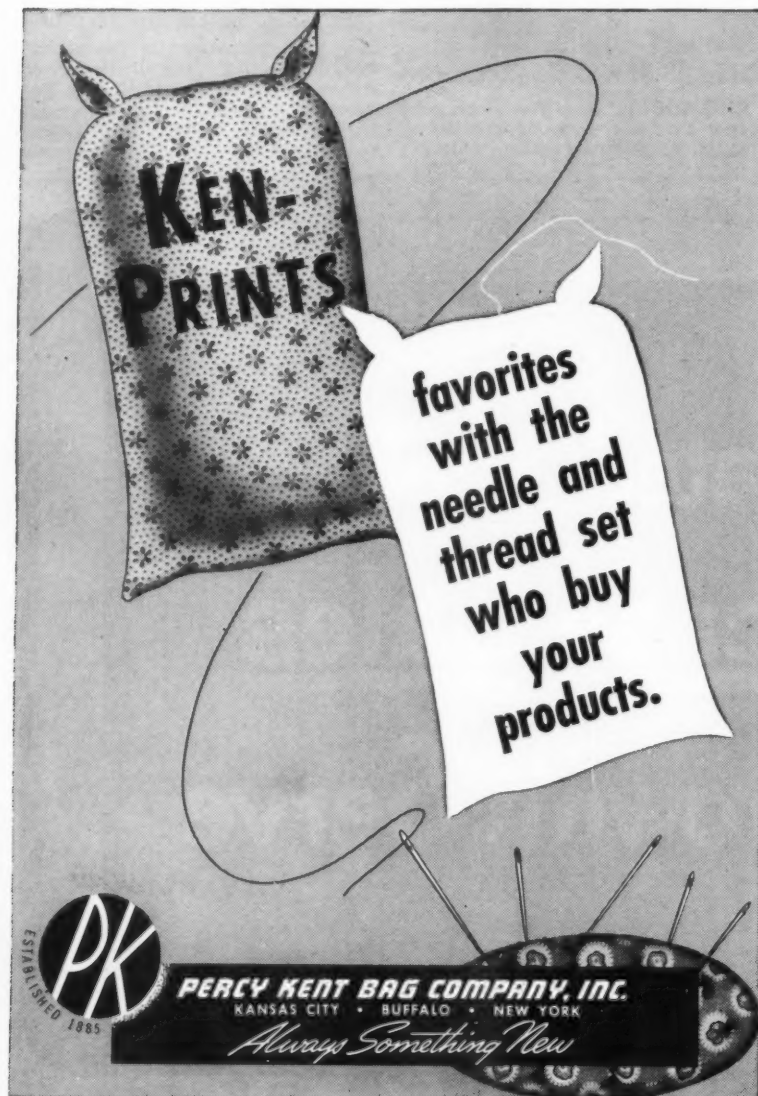
YOU CAN GET A COPY FOR \$1.00 by writing to:

AMERICAN STANDARDS ASSN.

70 East 45th Street New York 17, N. Y.

paper, in the form of a six-page mimeographed bulletin, has been sent to the membership. It covers a general statement about the loss in food of baked products from rope and mold, a general history of the baking industry's war against these infections, the general specifications which all rope and mold inhibitors must

need, and the Federal regulations as proposed for the labeling of products containing rope and mold inhibitors. A copy of the bulletin will be sent on request to the secretary, Victor E. Marx, Room 1354, La Salle Wacker Bldg., 121 W. Wacker Dr., Chicago 1, Ill., if a 6¢ stamped, addressed long envelope is enclosed.



**KEN-PRINTS**

favorites with the needle and thread set who buy your products.

**PERCY KENT BAG COMPANY, INC.**  
KANSAS CITY • BUFFALO • NEW YORK  
*Always Something New*

"ROCK RIVER" RYE

"OLD TIMES" BUCKWHEAT

## "BLODGETT'S" RYE

All Grades—From Darkest Dark to the Whitest White  
—Specially Milled by the Blodgett Family—Since 1848

**FRANK H. BLODGETT, Inc., Janesville, Wisconsin**

## "Diamond D"

A High Grade Baker's Spring Patent. Milled under Laboratory Control from Montana Spring Wheat.

**Sheridan Flouring Mills, Incorporated**  
SHERIDAN, WYOMING

## E. P. MITCHELL COMPANY

DWIGHT BLDG.

KANSAS CITY 6, MO.

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**ALL TYPES OF CLEAR**

For Quality, Economy and Reliability, Use

**BROWN'S HUNGARIAN**  
America's Premier Cake Flour

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Buy and Sell  
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...in...

THE AMERICAN BAKER

## Questions and Answers

### A SERVICE FOR BAKERS

Conducted by

**Adrian J. Vander Voort**  
Technical Editor of The American Baker

The American Baker, without cost to its subscribers, offers through Mr. Vander Voort, technical editor of The American Baker and head of the School of Baking, Dunwoody Industrial Institute, to answer and analyze production problems. Samples of baked goods should be sent to Mr. Vander Voort, Dunwoody Industrial Institute, Minneapolis, where the laboratories and facilities of the school are at the disposal of the readers of The American Baker; communications should be addressed to The American Baker, 118 South Sixth Street, Minneapolis, Minnesota.

### Sour French Bread

I would like information on making Sour French Bread, by both the straight dough and sponge dough methods.—C. P. C., Ore.

The following formulas should help you. It is essential that a good high protein flour be used in the production of French bread. Use plenty of low pressure steam in the oven. Some minor adjustments in the formulas may have to be made because of the flour used or unusual shop conditions.

#### SOUR FRENCH BREAD (STRAIGHT)

##### Ferment for starting:

3 lb. hot potato water  
1 to 1½ lb. boiled mashed potatoes

Peel potatoes and boil until thoroughly done and mash in potato water so they total approximately 8 lb.

7 lb. water  
10 oz. yeast

Mix all the ingredients in the ferment thoroughly and let stand at ordinary room temperature—75° F.—for approximately 24 hours.

##### Dough:

100 lb. hard wheat bakers flour  
50 lb. water  
11 lb. ferment  
2 lb. sugar  
1 lb. 8 oz. salt

Mix dough thoroughly until smooth. It should have a firm consistency or feel. Temperature of this dough when mixed should be 82 to 83° F. and will require a total of about 2 hrs. 15 min. fermentation time before taking to bench for make-up. The first punch should be given in approximately 1 hr. 15 min. Bake at approximately 400° F. with steam.

To make the ferment for the following day, use the same amount of potatoes, potato water and tap water. Mix together with 1 lb. of the above French dough. In other words, a piece of dough should be held over each day to start the next dough in place of using the regular yeast.

#### SOUR FRENCH (SPONGE)

3 lb. 8 oz. sour dough  
3 lb. 4 oz. water  
3 lb. hard wheat flour

Temperature 80° F. Fermentation time 10 hrs.

##### Then add:

6 lb. water  
7 lb. hard wheat flour

Temperature 80° F. Fermentation time, 4 hrs.

##### Then add:

12 lb. 8 oz. water  
16 lb. hard wheat flour

Temperature 80° F. Fermentation time, 4 hrs.

##### For the dough, add:

34 lb. water (variable)  
75 lb. hard wheat flour  
1 lb. 14 oz. salt

Temperature 80 to 81° F.

Take to the bench or divider in about 15 to 25 min.

### Charlotte Russe

Can you tell me how to make Charlotte Russe?—J. F., Ill.

For making Charlotte Russe special charlotte paper cups or crimped paper cups are used.

These are lined with lady fingers. They are then filled with whipped cream using a canvas bag and star tube. The top of the cream in the cup is drawn up to a point and decorated with a glazed cherry.

If desired, crushed strawberries, raspberries or crushed nuts or macaroons may be added to the whipped cream before it is placed in the cups.

#### Lady Fingers

##### Beat until light:

1 pt. whole eggs  
1 lb. sugar  
¼ oz. salt

##### Sieve and fold in carefully:

1 lb. cake flour

##### Add:

Vanilla to suit.

Run out, with a small round tube, to about 3½ in. in length on paper. Sieve powdered sugar on top. Shake the excess sugar from the paper.

Place on double pans and bake at once at about 425° F.

Remove the papers from the pans as soon as they come out of the oven. Then when cool, turn the papers over and wash with warm water. Remove the lady fingers as soon as they are loosened.

#### Whipped Cream (Regular)

##### Beat at slow speed:

1 gal. whipping cream

##### When light, mix in carefully:

1 lb. 8 oz. powdered sugar  
Vanilla to suit

#### Stabilized Whipped Cream

1 gal. whipped cream  
1 pt. hot water (about 160° F.)  
1½ oz. gelatine  
12 oz. granulated sugar

**Procedure:** Dissolve the gelatine in the hot water and stir this into the cream. Place in a refrigerator to chill for at least two hours. It may be kept at this stage for several days. Whip up at slow speed. The sugar is added just after the cream is whipped up and is nearly finished. Then add a little pure vanilla extract.

It will be found that the stabilized whipped cream has a firmer body and does not break down as readily as the regular whipped cream.



## WEST VIRGINIA BAKERS PLAN ANNUAL MEETING

CHARLESTON, W. VA.—The 12th annual meeting of the West Virginia Bakers Assn. at the Greenbrier Hotel, White Sulphur Springs, W. Va., has been set for Aug. 13-15.

The program provides entertainment features for both ladies and gentlemen: A golf tournament Aug. 14, a luncheon and card party at the Casino for the ladies at 12 p.m.; the president's reception and cocktail party in the Spring Room at 5:30 p.m.

Aug. 15 will be devoted to golf, informal group swimming, tennis, riding and cards. At 7:30 p.m. the banquet will be held. Dancing in the main ballroom starts at 10 p.m.

—BREAD IS THE STAFF OF LIFE—

## CONNECTICUT WAGE LAW

HARTFORD, CONN.—A new minimum wage order covering the entire mercantile field, which includes bakers is expected within the next few months by Connecticut retailers. The present mercantile order for the state calls for a minimum wage of not less than \$22 per week of 36-44 hours or not less than 55¢ an hour for working time of less than 36 hours. A public hearing will be held.

## Food Poisoning

(Continued from page 19)

presence of the poison in his product. Then, he will also be able to work out process methods to correct this possible hazard. Another approach to the control of this type of food poisoning involves a search for some substance which may prevent either the growth of staphylococci in foods or the formation of the poison, even though growth might occur. Again, this approach is dependent upon a basic, scientific study of the chemistry of the poison.

Thus it is evident that the problem is one common to a broad segment of the food industry. The solution is expensive since the only substitute for the human volunteer in detecting this poison is the use of the monkey or the cat, and the susceptibility of these animals is much less than that of man. After several feeding tests, monkeys become resistant to the poison and it is necessary to replace them. Therefore, it is only fair that the cost be borne by the whole food industry rather than by any one group.

We are pleased with the progress that has been made during the first two years of this study. We feel that we have added considerably to the knowledge of the chemistry of this poison. Since detailed reports of the progress of the work are mailed to the contributing organizations by the liaison committee of the food industries, I will mention only some of the broader lines of attack followed in our investigation.

To begin with, it is important in initiating a chemical study of the poison that we be able to produce it in as simple a chemical concoction as possible. The more complex the chemistry of the material in which the poison is produced, the more difficult is the problem of separating the poison from the other chemical ingredients present. Much time was devoted to this aspect of the problem and a workable method of producing the poison has been developed.

Methods of purification of the poison are at present being developed. To date, ammonium sulfate precipi-

tation, dialysis in cellophane membranes, adsorption on a variety of adsorbing agents and alcohol precipitation have been used. The most highly purified product we have prepared is of such potency that a pound of it would be sufficient to cause illness in 300,000 monkeys or several million people.

Since each step of the work involves feeding monkeys to make sure the poison is present, the amount of work involved is enormous. To date 250 monkeys have been used and 1,514 monkey feeding tests accomplished.

Although a search is being made for chemical substances to inhibit the growth of food-poisoning staphylococci and/or the poison produced by it, this work cannot be advanced rapidly without a simple test for detecting the poison. For that reason the majority of our efforts at the present time are being devoted to the chemical study of the poison, and basic research leading toward the development of inhibitors is carried on only during inevitable time lags in this program.

At the present time, staphylococcus

food-poisoning is very costly to the food industry. It is only by a determined and patient effort that this problem can be licked. With the present tools of science the problem is solvable, but it would be folly to predict a definite time for the solution. We have been unusually fortunate in receiving technological support not only from scientists in the universities but also from those in industry. I am proud to report that industry is taking the lead in trying to solve this problem which has remained status quo for the past 20 years.

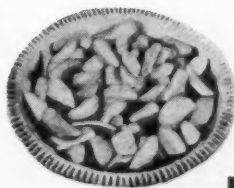
# SQUARE WAFERS

## FOR BREAD ENRICHMENT

give you these advantages:

1. Potency assured
2. Quick disintegration
3. Super-thorough diffusion
4. Finer, more buoyant particles
5. Clean, even break into halves and quarters

Order today from your  
Yeast Company salesman



## MORE HELP FOR BAKERS

...FROM 'ROCHE'

Delicious pastries made with frozen apples, peaches or apricots are better today because many freezers protect the *free-ripe* flavor and *natural color* of the fruit by using the 'Roche' Lock-In\* process. Bakers can be assured that these frozen fruits, so treated, will have none of the objectionable qualities so often found in fruit which has been blanched or sulfur-treated. Today's emphasis is on *quality*. Be sure that your pastries meet the competitive challenge. Specify frozen apples, peaches, apricots which have the benefit of the 'Roche' Lock-In\* process.

\*The 'Roche' Lock-In process means that the fruit has been pre-treated with ascorbic acid (vitamin C) by 'Roche' methods before freezing, thus protecting the natural luscious color and flavor.

HOFFMANN-LA ROCHE INC., NUTLEY 10, N. J.  
Vitamin Division



In the . . .

# Industry Spotlight

. . . by Bill Lingren

## What Does the Consumer Prefer?

There is now under consideration a proposed comprehensive survey of consumer preferences for bread types and characteristics. The survey, under present plans, would be undertaken under the provisions of the Agricultural Research and Marketing Act with the same type of arrangement by which the research on bread staling is now being conducted by the American Institute of Baking. Steps preliminary to the actual setting up of machinery for the survey have been taken by Phil Talbott, who has been active in affairs of the U.S. Department of Agriculture affecting the baking industry.

It would be nice for bakers to know just exactly what the consumer prefers in her bread. Actually, "preference surveys" are being conducted constantly in all markets with the results readable in the sales figures of the leading bakeries. But putting a consumer preference down on paper is another thing, and variations from market to market would seem to make it almost impossible to arrive at a national consumer preference.

The results of the proposed government-sponsored survey will be eagerly awaited. Like the research on staling, the consumer preference study would be conducted through close consultation with a baking industry research advisory council including representatives of the national baking industry associations.

## Say "Thank You" to Workers

A reminder to say "Thank You" to the workers who help make a good safety record and to ask their cooperation in the future is contained in a recent bulletin of the National Safety Council. The council cites the following example taken from a company employee publication:

"The prevention of accidents is not a one man's job; it takes the combined effort of all employees in an organization. We thank you for your cooperation during the past year.

"Some of the things you did to make our job easier were:

"1. You made safety suggestions. Many excellent ones were put into practice. Keep them coming.

"2. Observation and prompt reporting of unsafe practices helped to

'nip in the bud' several potential accidents.

"3. With one or two exceptions we had wonderful cooperation in the use of first aid facilities. Be sure to continue this worthwhile practice. Infection starts from scratch.

"4. Unsafe or faulty equipment is dangerous. Prompt reporting of defects might be the means of saving a life. Cooperation along this line was particularly good.

"Yes, we did a good safety job in 1949, but we can do better. Let's resolve to make 1950 a Happy New Year by making it a Safe year for one and all, whether at work, at home or at play.

"The success of our safety program in 1950 depends on a little three-letter word—you."

## More Publicity in Chicago

Last month on this page we reported how the Chicago baking industry benefited from a full page of good publicity in the Chicago Tribune. For the record, we report another good piece of publicity on bread,

this one in the Chicago Daily News.

Titled "Our Daily Bread," the article was one of a series of "Life Line" stories being run in that newspaper showing the operations involved in converting food in the field to food on the table. "Bread is the one food most essential to man's well-being," the article said, "and perhaps the oldest food to travel down the 'Life Line of America'."

## Bakery Drivers Get the Birds

Some bakery driver-salesmen in Chicago recently started a popular but hazardous give-away program of their own, but they ended up getting the birds. The program started innocently enough this summer when a driver began tossing bits of broken pies to neighborhood sparrows. The news spread among the feathered flock and soon a cloud of dive-bombing sparrows was descending on the bakery whenever a truck returned with leftover pastries.

The sparrows followed the trucks right into the bakery garage. Doors were shut quickly, but the sparrows

got in through ventilators, open windows and other openings. The drivers had to hurry their good pies into the bakery before the birds could get at them.

The driver-salesmen decided that give-away idea had become far too popular. Now they keep a loaded shotgun in the garage. But the sparrows, at last reports, were still coming.

## Variety Increases Consumption

The following paragraph taken from the address of W. E. Long at the 1950 convention of the Southern Bakers Assn. contains a thought-provoking message for bakery sales managers:

"In a consumer survey made in Ft. Wayne, Ind., a package containing a variety of four breads—whole wheat, white, cinnamon and raisin—was served to 400 families, averaging four to a family, for nine weeks. The result showed an increase in per capita consumption of 12½%."

This survey, Mr. Long pointed out, clearly indicates that there are new frontiers of opportunity for bakers "if they do some thinking on ways and means to evolve new ideas and put them to work."

## Here's a Stale Problem

Remnants of bread baked more than 5,000 years ago have been reported found in Egypt, and triangular loaves of bread baked in ancient Thebes 3,500 years ago can be seen today in the Metropolitan Museum of Arts in New York City. And these were baked before the days when "softeners" were introduced to the baking industry.



# Crusts & Crumbs

FROM THE EDITORIAL SLICER

By Carroll K. Michener

**WHEN BREAD EATERS GET TOGETHER**—Frank Colby, who answers questions—some of them silly, some of them otherwise—for readers of the Los Angeles Times, has this to say to the school girl who wondered if the origin of the word "companion" was to be found in the word "bread":

"The word does not derive from the English word bread, but from the Latin 'com-', 'together,' plus 'panis,' 'bread'; therefore, a taking of bread (food) together. The word company has the same origin.

"Another word from the Latin panis is 'pantry.' Originally the word designated a place where bread is made or stored. Later, bread took on the extended meaning of food in general, as 'our daily bread'; 'to quarrel with one's bread and butter (means of livelihood)'; 'to break bread with a friend (companion).' Thus, pantry came to have its present meaning: a room, closet or shelf where foodstuffs or dishes and glassware are kept.

"Strangely enough, the original meaning of the Anglo-Saxon word bread meant 'a bit, morsel, or sop of any food.' During the Norman occu-

pation, most food words in English were replaced by words of French origin, as, soup, stew, fricassee, beef, pork mutton, veal, venison, poultry, etc. But the French word for bread, 'pain,' somehow was not accepted by the English, possibly because their Anglo-Saxon tongues could not manage the French pronunciation pa(n), which has the flat 'a' and the nasal sound."

\*\*\* TELEVISION has advertisers and advertising agencies pondering legal pitfalls that may be created by this new medium of public communication. One area of law that appears particularly hazardous for the unwary television advertiser is the RIGHT OF PRIVACY. This legal conception more often brings the advertiser to grief than does the law of libel or slander and there are many interesting and even hilarious cases in the lawbooks involving suits for recovery of damages caused by an unwitting invasion of a person's right of privacy. . . . The law of the right of privacy is scarcely 50

years old and the lead case in this relatively modern development originated with a flour brand. A Miss Roberson sued the Rochester (N.Y.) Folding Box Co. in 1903 for using her picture on the label of a flour container. Miss Roberson's name was not used, only her picture. . . . The New York courts refused to grant Miss Roberson's plea for damages, but the action she brought led shortly thereafter to passage of a civil rights law in the state which firmly established the principle of the right privacy. Now, a large number of states have such statutes and within a few years all the others may follow.

One of the problems confronting the management of Continental Baking Co. when its great merger of a quarter of a century ago had been completed was to prune off unprofitable operations and properties which seemed to hold little promise of profit. In the company's annual report for 1949 appears this highly interesting statement: "The management sold off its Canadian bakeries at a



### EFFECTS OF FLUORINE IN DOUGH WATER REPORTED

CHICAGO—Bakers in communities that plan to incorporate fluorine in the city water supply as part of a program to reduce incidence of dental caries should anticipate no difficulties in using such water for bread production, according to a recent special bulletin of the American Institute of Baking. Charles B. Faulstich, a member of the laboratories staff of the AIB, reported on the results of a special investigation into the subject. The addition of fluoride ion in concentrations up to 10 parts per million in the sponge and dough water has no effect upon bread quality, he reported.

good price and used the money to improve its remaining properties. Then it sold off its flour milling properties. A flour milling company which had been acquired when Continental Baking Corp. was first put together and had been valued on the books at somewhere around \$4,500,000, made no money and gave no prospect of doing so. It was ultimately sold at what was approximately 10% of its total cost." Continental thus was an early convert to the wisdom of separating flour milling and commercial baking operations, a policy which experience and logic have now made virtually universal.

—BREAD IS THE STAFF OF LIFE—

### BROKAY REPRESENTATIVES

PHILADELPHIA — Intensive regional distribution is being achieved by Brokay Products, Philadelphia, with the recent appointment of sales representatives throughout the South and Midwest. Newest additions to the network of Brokay field offices include: Anstead-Daso, Toledo; Arthur Van Dugteren, Detroit; Frank J. Kane, Cleveland; John T. Sherry, Pittsburgh; DSM Foods, Detroit; Minnesota Flour, Cleveland; Chas. P. Wagner, Cincinnati; Judson H. Lanier, Atlanta, and Hobbs Brokerage Co., Jacksonville, Fla.

### Penny-Wise Production

(Continued from page 24)

for the improvement of some employees.

20. The quality of labor can be improved also by careful hiring techniques, by checking references, and by giving the employees various screening tests. Certainly the employees that we hire this year will

have a definite effect upon our plant efficiency in the years to come. Employees who are mentally or physically incapable of sustained output may become an unbearable liability as the years go on.

21. The training of new employees is an exact science. That should be the solemn duty of the foreman and superintendent. Methods of work, speed, and care of equipment should be instilled in the man from the very outset.

22. Since the employee usually works only 25% of his 168 weekly hours, it should be possible for the employer to demand alert cooperation during the few hours for which he is

drawing pay. Chronic absenteeism is costly and should be stopped quickly. Gossiping on the job about summer vacations, baseball, fishing, sunburn and other subjects should not be allowed. Employees who report to work suffering from over-indulgence on their day off should be censured. All the above are habits that become ingrained through the tolerance and apathy of the supervision. There is no place for such negligence today.

### PRICE CONTROL

23. Are the products properly costed and priced? We have shown you in past articles, the necessity for careful bookkeeping before setting

the price on any product. High labor costs on any item can be balanced by a lower ingredient cost, as should high packaging cost. Certainly the ultimate in futility is reached when a good product, of careful workmanship, is sold at an unprofitable price.

24. Whenever a competition or other conditions make it necessary to sell loss items, it becomes the responsibility of the bakery employer to see that the loss on that product is balanced by the sale of other more profitable ones. Selective selling may increase your profit ratio several points without damaging your hold upon the consumer. Its success depends upon the amount of integration

# WHEN

THE BROLITE MAN  
CALLS ON YOU  
SPEND SOME TIME  
WITH HIM...  
FOR HE BRINGS YOU  
MORE VALUABLE  
INFORMATION  
ABOUT BAKERY PRODUCTION  
THAN  
WILL COME THROUGH  
YOUR DOOR  
IN MANY A DAY

## BROLITE COMPANY

2542 ELSTON AVENUE, CHICAGO 47, ILLINOIS

225 Fourth Ave  
New York 3, N. Y.

621 Minna St  
San Francisco 1, Calif.

4128 Commerce St  
Dallas, Texas

518 First Ave., North  
Seattle 9, Wash.

686 Greenwood Ave., N. E.  
Atlanta 6, Ga.

FOR EFFICIENT  
BAKERY FUMIGATION...  
USE

**PESTMASTER**

*Methyl  
Bromide*

FOR COMPLETE DETAILS WRITE  
MICHIGAN CHEMICAL CORPORATION  
SAINT LOUIS, MICHIGAN

*After all!*

**"THERE IS NO  
SUBSTITUTE  
FOR QUALITY"**

For More Than 50 Years  
Millers of....

**QUALITY  
FLOURS**

"WINGOLD"  
"WINONA"  
"STRONGFELLOW"  
"BOXER"  
WHOLE WHEAT  
WHEAT GRAHAM  
"WINGOLD"  
RYE FLOURS

**BAY STATE MILLING CO.**

WINONA, MINNESOTA

Millers of - HARD SPRING WHEAT and RYE FLOURS

*Gladiola  
and  
Red Elephant*

FLOURS OF  
EXCELLENT QUALITY

**FANT MILLING CO.**

SHERMAN, TEXAS

that exists between your production department and your selling department.

#### SALES CONTROL

25. Careful ordering by salesmen and salesgirls is another source of profit or reduced loss, particularly when it controls sales and leftovers. Bakers are becoming increasingly capable of this, and frequently refer to records of past years for the size of orders on holiday weeks and seasonal changes. A close ear to weather reports frequently enables the baker to cut his order before excessively hot days, or to boost it before cool spells.

26. Those bakers who deliver can profit by trying to increase their sales per mile, while reducing the cost per mile of travel. Expensive ventures into neighboring competitive areas, low volume routes, are possible sources of red figures on your profit and loss statement. Frequently two hopeless routes can be combined to make one money maker.

27. Give unrelaxed attention to the mileage obtained per gallon of gas, the wear and tear on tires, and the other points of maintenance on each truck. The other points of maintenance on each truck all are controllable. Sometimes an old truck should be replaced for efficient operation, and new trucks are rendered inefficient by careless, extravagant handling by the driver salesman. The bakeries that are showing profit today are bakeries that have made a careful study of truck costs.

28. The desired volume per route can also be influenced by the degree to which the sales people are trained. This is also true in stores. Employees' appearance, their enthusiasm, the guided emphasis of their approach to selling, all of these can help to turn an unprofitable store or route into a source of revenue.

#### TAX CONTROL

29. After a profit has been made through the diligence and enthusiasm of the bakery operator, it is heart-breaking to find that it is all taxed away. Competent auditors can propose many methods of reducing the tax burden, such as junking obsolete pans and machinery in order to take that loss in a profitable year, and other devices. Sometimes depreciation charges are too low and can be adjusted upward.

Inventory control is necessary to reduce the supplies on hand for the date on which personal property taxes must be filed. Sometimes it is profitable and desirable for the bakery to incorporate or to form a partnership, rather than remain as a single proprietorship. These are subjects that are too complex for the layman to judge by himself. He should consult experts.

#### QUALITY CONTROL

30. All the foregoing leads to the development of a uniform, correctly priced, salable product. A consistent policy on the part of the employer develops customer confidence, certainly vital to any company's sales program. All this can and should lead to continued good volume, which is the very foundation of successful operation.

The preceding 30 points of reference are not new. Some of them, in fact, are as old as the industry itself. In time of rising costs, and low profit, however, nobody can afford to assume that he has satisfied all of the requirements of good operation. Just as the price of freedom is eternal vigilance, so the price of continuing profit is a vigorous exploration of established bakery practices.

IT'S AN AGE OF  
SECRET FORMULAS  
BUT IT'S NOT A SECRET  
THAT AT LEAST 6%

**DAIRYLEA\***

Non-Fat Dry Milk Solids  
will improve your bread 6 ways

- 1—Flavor
- 2—Nutrition
- 3—Texture
- 4—Appearance
- 5—Color
- 6—Better Keeping Qualities



Add it to your formula for greater yields and increased sales.

Inspected — Protected — Tested

**DAIRYLEA**  
Non-Fat Dry Milk Solids

DAIRYMEN'S LEAGUE  
COOPERATIVE ASSOCIATION, INC.

100 Park Ave., New York 17, N. Y.

\*Reg. U. S. Pat. Off.

*The Standard Others  
Strive to Reach*

**WHITE SWAN  
FLOUR**

SPRINGFIELD MILLING  
CORPORATION  
MINNEAPOLIS • MINNESOTA

**Fort Morgan Mills**  
Family and Bakery Flour

Milled only from the very choicest  
Colorado highland wheats  
FORT MORGAN -- COLORADO

*Super Chief*

High Protein Flour

**GREEN'S MILLING CO.**

Morris, Minn.

**Wisconsin Rye Flour**

We Specialize in Dark Varieties

FRANK JAEGER MILLING CO.  
DANVILLE P. O. Astico WISCONSIN

**DIXIE LILY**

A flour without an equal anywhere  
Plain and Self-rising  
THE BUHLER MILL & ELEVATOR CO.  
BUHLER, KANSAS  
Southern Regional Office  
933-35 Exchange Bldg., Memphis, Tenn.

**DOBRY'S BEST**

and  
**BEST OF THE WEST**  
DOBRY FLOUR MILLS, Inc.  
YUKON, OKLAHOMA

**Lyon & Greenleaf Co., Inc.**

MILLERS OF  
High Grade Soft Winter Wheat Flour  
Plain and Self-rising  
LIGONIER, IND. NORFOLK, VA.



# What *Enrichment* means *to the U.S.A.*

## *Enriched Bread Means Enriched Living*

For the **BAKER** and for the **FAMILIES**  
who are his **CUSTOMERS**

"**M**ORE buoyant health, decreased illness, increased mental and physical vigor, is the contribution of the enrichment program to the American people."\*

This was conclusively demonstrated by the authoritative New York State Nutrition Survey of 1947. In New York, the prevalence of deficiencies of thiamine, riboflavin, and niacin was only a fraction of that found in Newfoundland by the famed Newfoundland Nutrition Survey of 1944, *before* enrichment was put into effect in that country.

Here is clear-cut reaffirmation of the far-reaching value of enrichment to the national health. Here also is a challenge to every baker. The bakers of America have the enviable opportunity and great responsibility of bringing more buoyant health and increased physical and mental vigor to the American people—through Enrichment.

\*Norman Jolliffe, M.D., Director, Bureau of Nutrition, Department of Health, City of New York: In an address before the American Bakers Association, Atlantic City, October 17, 1949.



### Merck Enrichment Wafers

**W**ITH Merck Enrichment Wafers you can depend on **STABILITY** (no crumbling or dusting)—**SPEEDY DISINTEGRATION** (to fit your production schedule)—and **UNIFORM ENRICHMENT** (fine-particle ingredients disperse uniformly throughout the batch).

In small or large quantities, you can get them quickly at any time from your yeast distributor. Stocks also are carried at Rahway, N. J.; Dallas; Chicago; Seattle; San Francisco, and Philadelphia.



**MERCK & CO., INC., Manufacturing Chemists**  
**RAHWAY, N. J.**

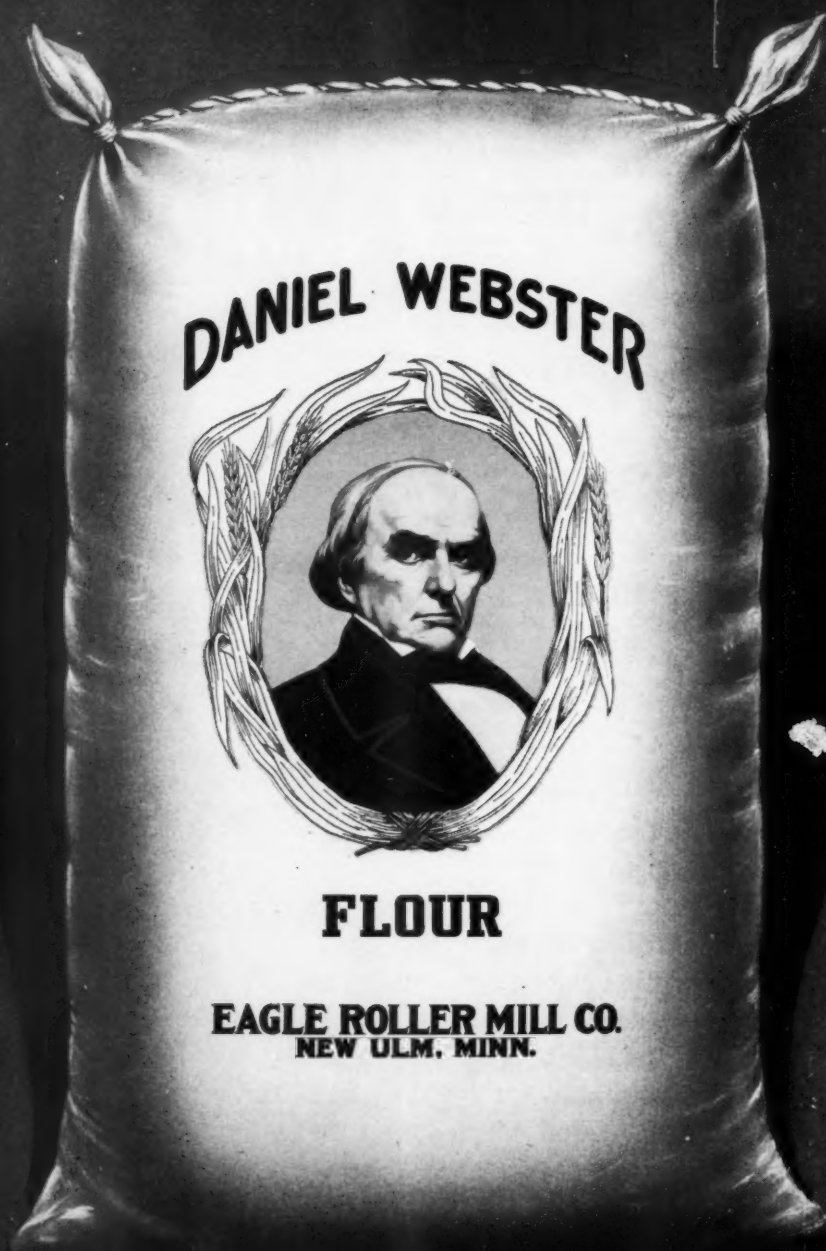
New York, N. Y. • Philadelphia, Pa. • St. Louis, Mo.  
Elkton, Va. • Chicago, Ill. • Los Angeles, Calif.

In Canada: **MERCK & CO. Limited** • Montreal  
Toronto • Valleyfield



Member

# Merck Enrichment Wafers



*Milled with infinite care and skill  
from premium wheat. Outstanding among  
the country's finest flours.*



**Eagle** ROLLER MILL COMPANY

Since 1856

NEW ULM, MINNESOTA





**WOLF'S  
PREMIUM  
FLOUR**

Milled for those who want only the finest baking qualities . . . from the choice of the nation's wheats.

*An Independent Mill*

**WOLF MILLING CO.  
ELLINWOOD, KANSAS**

**"Sweet Cream"  
"Very Best"**  
*Quality Flours*

**W. J. JENNISON CO.**  
MINNEAPOLIS, MINN.

**ACME RYE**

A HIGH QUALITY  
WISCONSIN RYE FLOUR  
*All Grades*  
FISHER-FALLGATTER MILLING CO.  
WAUPACA, WISCONSIN

**Snow Lily**

Fancy Short Patent  
Biscuit and Pastry Flour  
**ENNS MILLING CO., Inman, Kan.**  
Southern Regional Office  
933-35 Exchange Bldg., Memphis, Tenn.

**"RUSSELL'S BEST"**

**"AMERICAN SPECIAL"**

Our mill is located in the high protein wheat district of central western Kansas, and secures most of its wheat directly from growers.

**RUSSELL MILLING CO., Russell, Kansas**

**King Milling Company**

High Grade Michigan Soft Wheat  
Flour, Plain and Self-Rising  
Successful Millers for Fifty Years  
LOWELL, MICHIGAN

**Victor-Champion-Frost King-Headliner**

**Family Flour De Luxe**

**THE CRETE MILLS**  
CRETE, NEB

**"Whitewater Flour"**

Ground Where the  
Best Wheat Is Grown  
**WHITEWATER FLOUR MILLS CO.**  
Whitewater, Kansas

## ILLINOIS BAKERS' GROUP SETS GOLF PARTY DATE

CHICAGO—The annual golf party of the Illinois Bakers Assn. will be held at the Lake Side Country Club in Bloomington, Ill., Sept. 18.

Golfers will tee off from 10 a.m. until 3 p.m., and prizes will be awarded the winners. In addition, special golfing skill tests are planned for various greens and refreshments will be available on the course.

Horseshoes, swimming, boating, fishing, and inside activities will be available, and a local ladies' committee will arrange a card party with attractive prizes for the winners. A buffet luncheon and evening banquet are also on the schedule.

The headquarters of the association at 53 W. Jackson Blvd., Chicago 4, Ill., requested that reservations be made as early as possible. Arrangements for hotel and motel accommodations will be made directly with facilities in Bloomington.

—BREAD IS THE STAFF OF LIFE—

## AD CAMPAIGN FOR HOVIS BREAD IN N.Y. PLANNED

NEW YORK—Plans for an introductory advertising campaign for Hovis wheat germ bread in the New York metropolitan area were reported in a recent issue of Tide, advertising business paper. Hovis, Ltd., the report said, will be the sponsor of a recorded Sir Thomas Beecham musical program over WQXR under a 26-week contract.

Advertisements are also planned in morning and afternoon newspapers, magazines and on carcards. The major share of the ad budget was to go into the Beecham radio program, which was scheduled to start Aug. 2.

Flour for Hovis bread in this country is being milled by Atkinson Milling Co., Minneapolis. Baking and distribution in the New York metropolitan area will be through Duvernoy & Sons, Inc.; Hanscom Baking Corp.; H. C. Bohack Co.; Gottfried Baking Co.; Ebinger Baking Co. and Larsen Baking Co., Inc.

—BREAD IS THE STAFF OF LIFE—

## WISCONSIN ALLIED GROUP HELPS IN SALES COURSE

MILWAUKEE — The Wisconsin Flour & Bakers Allied Trades Assn. will cooperate with the Milwaukee Vocational and Adult Education School in the latter's "sales program" which has been designed especially for bakery sales personnel training by Clemens T. Wisch, instructor of salesmanship and advertising at the school. The first of three classes will be held Oct. 11 at 7:30 p.m. at the Vocational School.

The allied trades group, with the help of the Wisconsin Bakers Assn., has circularized the Wisconsin baking industry with registration blanks to be returned to Carl F. Meyer, American Baker news correspondent in Wisconsin and secretary of the allied organization.

Heading the committee in charge of sales trading for the allied trades is C. G. Swanson, General Mills, Inc., representative in this territory.

—BREAD IS THE STAFF OF LIFE—

## PICNIC PLANNED AUG. 7

TOLEDO, OHIO—The annual summer stag picnic of the Northwestern Ohio Master Bakers Assn. has been scheduled for Aug. 7 at the Welfare Farm, Whitehouse, Ohio. Feature of the entertainment at the affair will be a ball game between bakers and allied men.

# WESTERN STAR KANSAS STAR GOLDEN CREST



★ These "Star" flours  
will give you,  
not just  
good baking,  
but  
★ better baking

**The WESTERN STAR MILL CO.**  
SALINA, KANSAS

## SPRING WHEAT FLOURS

**RED WING SPECIAL  
BIXOTA  
CREAM of WEST**  
*PRODUCE BREADS WITH TASTE APPEAL*

**THE RED WING MILLING CO.**  
RED WING, MINNESOTA

*Wheat Washed with Our Own Artesian Well Water.  
Flour Tested and Baked in Our Own Laboratory.*

**All Grades**

**RYE FLOUR**

**1000 cwts. Flour—250 cwts. Meal**

**GLOBE MILLING COMPANY**  
WATERTOWN, WISCONSIN

**B. A. ECKHART MILLING CO. Chicago**

**MILLERS OF**

**WHEAT and RYE**

**FAMILY FLOUR**

**BAKERY FLOUR**

**CRACKER FLOUR**

# Postwar Return on Investment Reported for Baking Industry

WASHINGTON — The Federal Trade Commission has issued a report on the baking industry's returns on investment for the years 1940, 1947, 1948 and 1949. Biscuit and cracker manufacturers were included in its survey.

In its public statement on the report FTC emphasizes the profit advances indicated in the period from 1940-49, but fails to comment on the downward trend in profits since 1948.

According to FTC, in 1940 the four largest companies earned 6% on stockholders' investment; in 1947, 15%; in 1948, 20.6%, and in 1949, 14.2%.

Seventeen other companies are disclosed as showing the following rates of return after taxes: 1940, 12.6%; 1947, 17.2%; 1948, 18.5%, and 1949, 17.2%.

For all companies studied the following rates of return on investment are shown: 1940, 7.6%; 1947, 16.1%; 1948, 19.8%, and 1949, 15.3%.

FTC officials could not explain the high level of return on investment after taxes reported for these companies. It is believed that the estimated rate of return is based on only the paid-in capital of the stockholders and does not represent return on total capital, which would include in normal accounting practice

profits earned which are carried in surplus. Had FTC included surplus in the stockholders' investment classification, the rate of return would have been substantially reduced.

For five companies in the biscuit and cracker industry, FTC reports increased rate of return on investment from 8.7% in 1940 to 16.8% in 1949. As in the baking industry, the cracker and biscuit producers have been showing a downward trend in profits since 1947-48. In fact, two of the companies reported in this category show losses amounting to 23.6 and 20.6% in 1948-49, respectively.

## WARD BAKING MID-YEAR NET INCOME AT \$1,130,681

NEW YORK—The Ward Baking Co. has recorded a net income, after estimated federal income taxes, of \$1,130,681 for the 27 weeks ended July 8, 1950, compared with \$1,430,203 for the 28 weeks ended July 9, 1949.

Faris R. Russell, chairman of the board, pointed out that net sales of products for the period increased \$1,108,784 over last year, when the Ward Bronx and Brooklyn plants were strikebound for 21 weeks, 19 of which were in the first half earning period. L. T. Melly, vice president and treasurer of the Ward firm, placed net sales at \$41,863,468 for the first half of 1950, compared with \$40,754,684 for the same period last year.

Earnings for the half year on 738,980 shares of common stock outstanding as of July 8, 1950, after absorption of the nonrecurring costs of refinancing with the new 2% note issue the previously outstanding 5½%

debentures of the company, were \$1.29, compared with \$1.73 earned in the previous year on 721,313 shares.

"Ingredient costs have been and now are moderately lower than they were at the time of the last bread price change in 1947," Mr. Russell pointed out in his statement to stockholders, "but various other costs have risen sharply since that time. The most important of these increased costs arise from the successive rounds of wage increases . . . under the impact of the over-all increases in costs, the company found it necessary in July to increase the price of its bread products in various markets."

## N.Y. BAKERS CLUB HOLDS GOLF MEETING JULY 11

NEW YORK — Despite adverse weather, the monthly outdoor meeting of the Bakers Club, Inc., held at the Winged Foot Golf Club, Mamaroneck, N.Y., July 11, attracted approximately 110 members and guests with 70 participating in golf. Hosts for the Winged Foot Golf Club meeting were: Ellis C. Baum, Continental Baking Co.; Frank Daniels, Lockwood Mfg. Co.; Frank Forbes, Wood & Selick, Inc., and Thomas M. Keefe, Public National Bank & Trust Co. of New York.

Frank Forbes was the winner of the first prize in class A competition, with Albert A. Clarke taking the second prize. The first prize in the class G group was won by D. R. Rice, Continental Baking Co., and Edmund A. Borza, Baking Products Corp., was second. The prizes were presented by M. Lee Marshall, Continental Baking Co., chairman of the golf committee. Shackley C. Gamage, guest of Emory J. Santo, Newark Paraffine & Parchment Paper Co., New York, was the winner of the raffle for a set of golf irons.

The following were elected members of the Bakers Club, Inc., at this meeting: H. Harry Bresky, Rodney Milling Co., Boston, and J. Philip Pancoast, Sherman Paper Products Corp., New York.

## GENERAL BAKING CO. SETS 26-WEEK NET AT \$624,940

NEW YORK—George L. Morrison, president of the General Baking Co., has announced that the estimated net profit of the company for the 26-week period ended July 1, 1950, after estimated federal income taxes of \$378,303, amounted to \$624,940, equal to

18.13¢ a common share after meeting preferred dividend requirements.

This compares with an estimated net profit for the corresponding period in 1949, after estimated federal income taxes of \$796,373, of \$1,181,888, or 53.59¢ a common share.

## UNITED BISCUIT CO. NET \$2,259,583 AT MID-YEAR

NEW YORK—A net profit for the first six months of 1950 of \$2,259,583 has been reported by the United Biscuit Co., compared with \$2,657,907 for the comparable period last year.

Earnings per common share were \$2.19, compared with \$2.75 in 1949. Profit after depreciation and interest was reported as \$3,769,026 in 1950 as against \$4,383,711 for the first six months of 1949.

For the quarter ended March 31, 1950, United net profit was \$1,114,606 compared with \$1,318,667 in the like 1949 period.

## HIGHER NET REPORTED BY STANDARD BRANDS, INC.

NEW YORK—Consolidated net income of Standard Brands, Inc., and subsidiaries operating in the U.S. for the first six months of 1950 amounted to \$4,798,908, equivalent, after preferred dividend requirements, to \$1.39 a share, Joel S. Mitchell, president, has announced. Net income for the

same six months of 1949 was \$3,751,768, or \$1.06 a share. In both periods, 3,174,527 shares of common stock were outstanding.

Net sales of the company and domestic subsidiaries totaled \$132,831,545 for the six months ended June 30, 1950, against \$126,202,610 in the like 1949 period, an increase of 5.2%.

For the second quarter of 1950, consolidated net income (after taxes) was \$2,656,330, or 78¢ a share, compared with \$1,965,397, or 56¢ a share in the second quarter of 1949.

At the July 27 meeting of the board of directors of Standard Brands, Inc., a quarterly dividend of 30¢ a share was declared on the common stock payable Sept. 15 to stockholders of record Aug. 15. A quarterly dividend of \$.875 a share on the preferred stock was also declared payable Sept. 15 to stockholders of record Sept. 1.

## HIGHER NET REPORTED

General Baking, Ltd., has reported net profit of \$83,229 for the year to April 5, 1950. This is equal to 33¢ a common share and compares with \$40,526, or 25¢ a share, for the year ended April 6, 1949.

## SUNSHINE PAYS \$1

NEW YORK—Directors of Sunshine Biscuit Co. have declared a dividend of \$1 a share on the common stock, payable Aug. 1 to stockholders of record July 18.

## CONTINENTAL MID-YEAR NET INCOME SET AT \$1,982,712

NEW YORK — The Continental Baking Co. has reported a net income of \$1,982,712 for the 26-week period ended July 1, 1950, compared with \$2,562,649 for the same period last year.

The income was related to net sales of \$72,322,877 for the first six months of 1950 and to \$74,315,326 for the first half of 1949. For the 1950 period, \$1,181,000 has been set aside for federal income taxes.

The net income per share of common stock was fixed at \$1.19 in 1950 compared with \$1.73 for the comparable period of 1949. The company paid \$860,343 in dividends on common stock for the period ended July 1, 1950. The Continental firm also paid \$697,332 in dividends on the company's \$5.50 dividend cumulative preferred stock.



**PROFICIENCY AWARD**—The International Milling Co., Minneapolis, has made available a certificate of sales proficiency to encourage closer employee relations in the baking industry and furnish additional assistance in promoting Lady Orchid cakes. Complete details on the award plan are available from International representatives or the firm's headquarters. Above, E. R. Galassi of International presents L. John Lagen, sales manager, Trausch Baking Co., Dubuque, Iowa, with an orchid lei during ceremonies in which Trausch, first firm to use the award plan, honored its driver salesmen. Holding the certificate is W. J. Barnes, International divisional sales manager.

## House Group Named to Probe Use of Chemicals in Foods

WASHINGTON — Sam Rayburn, Texas Democrat, acting as Speaker of the House, late last month appointed the select committee to investigate the use of chemicals in foods, pesticides and fertilizers.

However, since the life of the committee is limited to the present session of Congress, there is some doubt that any extensive hearings can be held. Holding the attention of Congress at present is the emergency control legislation submitted by the administration.

If that happens it seems improbable that the committee can dig very deeply into the controversial issues contained in the resolution creating the committee.

Attorneys and medical men dominate the committee which consists of the following representatives:

Democrats—James J. Delaney, New

York, chairman; Thomas G. Abernethy, Mississippi; E. H. Hedrick, West Virginia, and Paul C. Jones, Missouri.

Republicans—Frank B. Keefe, Wisconsin; A. L. Miller, Nebraska, and Gordon L. McDonough, California.

It is suspected that the committee appointment and the resolution under which it has been named is the result of efforts of Food and Drug Administration officials to bring the use of chemicals in foods, pesticides and fertilizers under the same present requirements for drugs under the Food, Drug and Cosmetic Act of 1938 as amended.

Under those provisions, manufacturers of drug products must demonstrate the harmlessness of ingredients prior to their use in manufactured products for human consumption.



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## MILLS GIVE FUNDS FOR LAB IN NEW AIB BUILDING

CHICAGO—Milling company subscriptions to the \$12,000 fund for a students' laboratory in the new American Institute of Baking building now under construction have been completed, according to the Millers National Federation. The project, approved by the federation's board of directors in May, grew out of the fact that many mill employees receive training in the institute.

Forty-seven milling companies doing a bakery flour business have subscribed to the fund, the federation announcement said, ranging in size from the very small companies to the largest and including all of the 15 largest companies in the industry.

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## ST. REGIS PAPER CO. SALES, EARNINGS, GAIN

NEW YORK—St. Regis Paper Co. reports net sales for the first six months of 1950 of \$70,937,809, compared with \$66,123,269 for the like period of 1949. Net income, after provision for federal taxes, amounted to \$4,212,281, against \$3,202,888 for the corresponding period of last year.

Directors of the company at a meeting July 19 declared a regular quarterly dividend of 15¢ a share on the common stock, payable Sept. 1 to stockholders of record Aug. 4.

A regular quarterly dividend of \$1.10 a share on the preferred stock, payable Oct. 1 to holders of record Sept. 1 was also declared.

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## TRADE FAIR SCHEDULED

CHICAGO—The International Trade Fair, scheduled to be held Aug. 7-20 in Chicago, will include exhibits of food from many nations. Foods, as well as some other consumer goods, will be on display at the Navy Pier.

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## DETREX NAMES P. H. RICHEY

DETROIT—Phil H. Richey has been appointed personnel director of the Detrex Corp., Detroit manufacturer of industrial cleaning processes, drycleaning machinery, bakery silicone removal systems, and cleaning and rustproofing chemicals.

## TRADEMARKS

The following trade-marks have been published in the Official Gazette of the United States Patent Office preliminary to registration. Manufacturers and distributors who feel that they would be damaged by the registration of any of these marks are permitted by law to file a formal notice of opposition, within 30 days after official publication of the marks. Official publication dates are included below.

BELL—Bell Bakeries, Inc., New York, N.Y.; bread, rolls, cake, doughnuts and cookies. Use claimed since Dec. 17, 1937. Published July 18, 1950.

CENTURYHURST—Edwin B. Dutcher, Sheffield, Mass.; cake. Use claimed since Nov. 1, 1943. Published July 25, 1950.

CLUB-SNAK—Safeway Stores, Inc., Baltimore, Md., and Oakland, Cal.; also doing business as Fairfax Bread Co., Washington, D.C.; bakery goods, namely, sandwich buns. Use claimed since March 7, 1949. Published July 25, 1950.

VERKADE'S BISCUITS—Verkade's Fabriek N. V. Zaandam, Netherlands; biscuits. Used first in 1914 and first used in commerce between the Netherlands and the U.S. which may lawfully be regulated by Congress in February, 1928. Published July 25, 1950.

K—K Cookie Dough Co., Freeport, Ill.; prepared pie crust dough and cookie dough. Use claimed since April 29, 1939. Published June 27, 1950.

MARIS—Maryland Biscuit Co., Baltimore, Md.; crackers. Use claimed since June 2, 1932. Published July 11, 1950.

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Thomas B. Schmidt, Sr.

**ELECTED**—Thomas B. Schmidt, Sr., has been elected president of Capital Bakers, Inc., Harrisburg, Pa., to succeed Mrs. Caroline A. Schmidt, wife of the founder, who died June 25. Mr. Schmidt began his career in 1919 at the Allentown plant, coming to Harrisburg in 1927 to become vice president in charge of sales. He has been a governor of the American Bakers Assn. several times.



E. C. Lloyd

**CITY OFFICIAL** — E. C. Lloyd, Lloyd's Bakery, Anniston, Ala., has joined the ranks of bakers who are serving as chief executives of their communities. Mr. Lloyd was elected chairman of the Anniston city commission recently in a run-off election by a vote of almost two-to-one. Mr. Lloyd came to Anniston 31 years ago. He started a small hand bakery with a horse and wagon delivery.

Buffalo post. Mr. Graves has moved to the Pacific Coast to enter the bakery business there.

Offices of the Midwest Bakers Allied Club in Kansas City will be closed from Aug. 7 to Aug. 21, while **Ruth Ann Smith**, club manager, takes her first vacation since the club was formed Aug. 13, 1946.

**Miles E. Nekolny**, associated with his father in the baking company of B. J. Nekolny & Son, Chicago, won first place in the Cook County baritone division contest last week in connection with the 71st annual Chicago-land Music Festival.

The Red Star Yeast & Products Co., Milwaukee, is sponsoring four boys in the National Soapbox Derby. The boys, from the Lutheran Children's Friend Society Home in Milwaukee, qualified in a trial run for the Wisconsin area contest. The national finals will be held Aug. 13 at Akron, Ohio.



Cecil Bergenthal

**RED STAR APPOINTMENT**—James A. Kirkman, Jr., executive director of sales and advertising of Red Star Yeast & Products Co., Milwaukee, has announced the appointment of Cecil Bergenthal as general sales manager of the company. Mr. Bergenthal, who is a graduate of Dunwoody Institute, joined Red Star in 1932 as branch manager and was successively district manager, division manager, grocery sales manager and assistant to the general sales manager.

### P. V. CONNELL NAMED TO J. H. DAY CO. SALES POST

**CINCINNATI** — The appointment of P. V. Connell as sales manager of the bakery division of the J. H. Day Co., Inc., has been announced by M. R. Sentman, vice president and director of sales.

Mr. Connell, a native Cincinnati, attended the University of Cincinnati College of Engineering. He has over 30 years' experience as a sales engineer in the bakery equipment industry. He joined Day as assistant director of sales in February, 1950, after 10 years' association with the American Machine & Foundry Co. in the Midwest territory, with headquarters in Cincinnati.

## MOSTLY PERSONAL

**Robert Long**, Urbana, Ill., has been appointed assistant manager of the Pana, Ill., plant of the Purity Baking Co. Mr. Long has been with the Champaign division of the Purity Baking Co. for the last six years, the last two years as supervisor. He has been in the baking field since 1937.

Newly elected secretary of the Hollywood Advertising Club is **Mrs. Georgia Wash Holbeck**, assistant advertising and public relations director of Van de Kamp's Holland Dutch Bakers, Inc., Los Angeles. Mrs. Holbeck is a former assistant food editor of McCall's Magazine.

**Charles M. Schwartz**, advertising manager of Fuchs Baking Co., South Miami, Fla., is on a three weeks' vacation in New Jersey, where he is visiting his son.

**Sherman T. Ramey**, former promotion director for the Bakers of America Program, is now with the Murray Corp. of America, Scranton, Pa. He will be an executive in the company's advertising department.

**Joan Cline**, daughter of E. P. Cline, executive secretary of the Southern Bakers Assn., Inc., Atlanta, is visiting her father for several weeks.

**Fred Cobb**, Cobb's Sunlit Bakery, Green Bay, Wis., has been reelected a director of the Green Bay Packers, Inc., operating group of the professional football team of the same name.

**William D. McIntyre**, president of the Tender-Krust Bakery, Eau Claire, Wis., past president of the Wisconsin Bakers Assn., Inc., has been elected president of the state board of nor-

mal school regents. He has been a member of the board for several years.

**Fred Milheim**, president of the Grandma Baking Co., Seattle, is seriously ill. He has spent the past six weeks in a hospital.

**Mrs. A. Lee Gordon** and **Frank Grout**, president of Colonial Baking Co., Memphis, Tenn., were recently married.

**Hugh Wasson, Jr.**, Chattanooga, Tenn., is opening a bakery in Huntsville, Ala., to be known as the Ideal Bakery. His father is the well-known former Chattanooga baker, now mayor of the city of Chattanooga.

**Tom Smith**, secretary of the American Bakers Assn., Chicago, served as chairman of the program committee for a recent two-day meeting of the National Association of Exhibit Managers in Milwaukee. **John D. Master-son** of the ABA headquarters staff presented a paper on the program.

The appointment of **Ed C. Alderson** as general sales manager of the central division of the Clinton Foods, Inc., corn processing division, with headquarters in Chicago, has been announced by **Carl Whiteman**, Clinton vice president in charge of sales and advertising.

**John P. O'Rourke**, president of the O'Rourke Baking Co., Inc., Buffalo, has announced the appointment of **Arthur P. Clifford** as secretary and a director of the company. Mr. Clifford formerly was with Hathaway Bakeries, Inc., in Cambridge, Mass. He succeeds **Robert C. Graves** in the



Mrs. Alice Jones Erickson

**ATLANTA CORRESPONDENT** — Mrs. Alice Jones Erickson, 255 Harland Road S.W., Atlanta, is the new representative of The American Baker in the Southeast territory. She succeeds Mrs. Elizabeth Reynolds Massie, who resigned last year after several years of service with the magazine and its associated publications. Mrs. Erickson, who has had 16 years of trade association and trade journal experience, is not new to the southern baking industry. She was for 12 years assistant to the executive secretary of the Southern Bakers Assn. and the Georgia Bakers Council.

### ATLANTA BAKERS CLUB HOLDS SUMMER OUTING

**ATLANTA**—Despite heat, humidity and rain, the annual summer outing of the Atlanta Bakers Club, held July 11 at the Druid Hills Country Club, was generally considered another of the thoroughly enjoyable affairs for which the group has long been known.

More than 100 members of the baking industry and allied trades, their wives and friends attended. While the rain drove the crowd indoors for supper, the party was still a big success.

**E. P. Bickers**, Columbus Baking Corp., Atlanta, president, was assisted in putting on the outing by a number of prominent Atlanta members.

**Tony Phillips**, Krispy Kreme Doughnut Co., Atlanta, turned in the low score in the golf tournament, winning the award cup.

For the ladies, there was bingo and bridge, and a number of attractive prizes were taken home by the lucky ones.

### HENRY MERGENER WINS AT CHICAGO GOLF OUTING

**CHICAGO**—Henry Mergener, W. E. Long Co., was the winner of first low net at the 20th annual Bakers Courtesy Club golf tournament and outing held at Rolling Green Country Club July 11. He was awarded the Jerry H. Debs championship cup.

Some of the other winners at golf were: Harry Bachman, the veteran equipment man; Harry Larsen, Habel, Armbruster & Larsen Co.; N. G. Anderson, Bay State Milling Co.; R. Skarin, Petersen Oven Co.; W. H. Motherhead, Wilson & Co., and R. E. Bemmels, Bemmels-Vaughan.

**Floyd A. Owens**, formerly with International Milling Co., won the horseshoe tournament. A few other winners were A. L. Beaver, Humko



Co.; Russ Obright, Bakers Weekly, and J. Kaniecki, Durkee Famous Foods.

About 50 participated in the golf tournament and 85 members and guests attended the dinner. A. W. Fosdyke, Anetsberger Bros., president, presided at the dinner. Ward Miller, Sheridan Flouring Mills Co., chairman of the committee of arrangements, presented the prizes.

He was assisted by A. L. Beaver, Humko Co.; W. L. Grewe, International Milling Co.; A. C. Askelof, Morton Salt Co., and Gay Larsen, Middleby-Marshall Oven Co.

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## BUFFALO ALLIEDS HOLD GOLF OUTING JULY 11

BUFFALO—The Allied Trades of the Baking Industry held its final meeting of the summer season at the East Aurora Country Club, East Aurora, N.Y., July 11. Members played golf throughout the afternoon.

At a business meeting following dinner, members heard a report on the recent summer baked goods program sponsored by the Allied Trades for the benefit of western New York bakers. It is tentatively planned to conduct a similar educational program next year.

The next meeting of the allied trades will be held at the Park Lane Restaurant in Buffalo Sept. 7.

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## TRADERS OIL MILL CO. APPOINTS J. W. MAC LEAN

FORT WORTH—J. M. Mac Lean, Ridgefield, N.J., has been appointed new eastern representative of the Proffo division of Traders Oil Mill Co., Fort Worth, J. Bob Roberts, manager of the division, has announced.

Mr. Mac Lean replaces Walter Salter, who resigned to accept a position with Mrs. Hubbell's Bakeries, Inc., Phoenixville, Pa. Mr. Mac Lean will cover New England, New York, Pennsylvania, Maryland, Delaware and the District of Columbia.

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## CONNECTICUT BAKERS PLAN NOV. 1 MEETING

WEST HAVEN, CONN.—The annual convention of the Connecticut Bakers Assn. will be held Nov. 1 at the Hotel Bond in Hartford, according to a recent announcement by Charles Barr, secretary of the group.

## CONVENTION CALENDAR

Aug. 13-15—West Virginia Bakers Assn.; White Sulphur Springs, West Va.; sec., P. G. Sayre, 123 13th St., Parkersburg.

Sept. 15-16—Virginia Bakers Council; Natural Bridge Hotel, Natural Bridge, Va.; exec.-sec., Harold K. Wilder, 812 Life Insurance Co. of Virginia Bldg., Richmond, Va.

Sept. 17-19—Southern Bakers Assn., retail and wholesale exposition; Atlanta Municipal Auditorium, Atlanta; sec., E. P. Oline, 703 Henry Grady Bldg., Atlanta 3.

Oct. 1-3—Kentucky Master Bakers Assn., Inc.; Seelbach Hotel, Louisville, Ky.; sec., M. J. Fickenscher, 919 Monmouth St., Newport, Ky.

Oct. 13-18—American Bakers Assn.; Hotel Sherman, Chicago; sec.,

Tom Smith, 20 N. Wacker Dr., Chicago.

Oct. 29-Nov. 2—National Bakers Supply House Assn.; Broadmoor Hotel, Colorado Springs, Colo.; headquarters, 64 East Lake St., Chicago 1.

Nov. 1—Connecticut Bakers Assn., Inc.; Hotel Bond, Hartford; sec., Charles Barr, 584 Campbell Ave., West Haven 16.

Nov. 12-14—New England Bakers Assn.; Statler Hotel, Boston; sec., Robert E. Sullivan, 51 Exeter St., Boston.

1951

Jan. 21-23—Pennsylvania Bakers

Assn., William Penn Hotel, Pittsburgh; sec., Theodore Staab, 5700 N. Broad St., Philadelphia.

April 16-18—Pacific Northwest Bakers Conference, Multnomah Hotel, Portland, Ore.

April 29-May 1—Texas Bakers Assn.; Baker Hotel, Dallas; sec., Mrs. Ed Goodman, 1134 National City Bldg., Dallas 1.

April 29-May 2—Indiana, Wisconsin, Illinois bakers associations, joint convention; Sherman Hotel, Chicago; acting sec., Thelma E. Dallas, 53 W. Jackson Blvd., Chicago 4.

June 3-5—New York State Association of Manufacturing Retail Bakers; Utica, N.Y.; acting sec., Percy Stelle, Room B-10, 2 Broadway, New York 4.

June 3-5—Heart of America Bakers (bakers associations of Arkansas, Kansas, Missouri, Nebraska and Oklahoma); Hotel President, Kansas City, Mo.; temporary chairman, Joseph Denner, Golden Crust Bakery, Alva, Okla.

June 9-11—Bakers Association of the Carolinas; Ocean Forest Hotel, Myrtle Beach, S.C.; sec., Mrs. Louis Skillman, Myrtle Apts., 4, Charlotte, N.C.

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**A. J. VANDER VOORT**

Technical Editor of

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## Kansas State Plans Study of Bread Qualities

MANHATTAN, KANSAS — Increasing the consumer demand for baked products is the goal of three research projects started July 1 in the department of milling industry, Kansas State College.

All projects are concerned with factors which determine sensory measures of quality and consumer appeal—taste, "feel" and aroma.

A \$6,000 fellowship, established by the Corn Products Sales Co., Chicago, will finance a research project on the fundamentals of dough fermentation. Archer C. Wilcox, formerly an instructor in the department of chemical engineering, University of Kansas, will conduct the research. His work will be under the direction of Dr. Max Milner and Prof. John A. Johnson, members of the departmental staff, and Dr. J. A. Shellenberger head of the department. Mr. Wilcox explained that, during the baking process, enzymes produced in the yeast act on the sugars and starches present in the dough, breaking them down into alcohol and carbon dioxide.

Prof. Johnson said that glycerol, a heavy alcohol, is an intermediate by-product of the fermentation process. In normal fermentation, the glycerol produced during the process is further broken down, he added. Prof. Johnson theorized that if the fermentation action can be inhibited after the formation of glycerol, this product may be carried along and the texture of the finished bread may be improved. He said that glycerol acts as a bread softener and its presence may increase crumb compressibility.

Isolation and synthesis of the substances which are responsible for the pleasant aroma of freshly baked bread is the goal of another research project. Prof. Johnson said that if this can be accomplished, it would be possible to synthesize the esters responsible and the synthetic compound might be used as an aromatic spray on bread wrappers, etc., thus increasing the sales appeal.

In another project the use of honey as an adjunct to sugar or as a sub-

stitute for it will be studied by Loren B. Smith, a graduate of the American Institute of Baking, Chicago. The baking industry is the largest user of honey, but in recent years, its use has declined somewhat. Mr. Smith said. The American Bee Keepers Assn. and the Agricultural Research Administration are cooperating in a \$12,000 research project undertaken by the milling department.

## SHERMAN MOVIE COVERS BROWN 'N SERVE PRODUCTS

NEWTON UPPER FALLS, MASS.—The Sherman Paper Products Corp. has announced a color-slide film directed to the baking industry to be shown primarily at meetings of production and sales managers, purchasing agents, etc.

Entitled "The Secret's Out," the 15-minute film covers the rapid growth of "Brown 'n Serve" rolls and sweet goods, pointing up the advantages to the baker in profit and labor of the Sherman Brown 'n Serve "Corrodek 108" liner.

Bakers who are interested in seeing the film should contact their local Sherman packaging representative, who will arrange a meeting at which the film will be shown, the company pointed out.

## MINNESOTA GOLF OUTING SCHEDULED FOR AUG. 8

MINNEAPOLIS—The 20th annual Minnesota Baker-Allied Golf Tournament and Play-Day will be held at the Golden Valley Golf Club here Aug. 8. George Abel, Ramaley Catering Co., St. Paul, is serving as chairman of the committee in charge of the event.

## STANDARDS FOR TOWELS FROM COTTON BAGS SET

EVANSTON, ILL.—A set of standards to insure uniformity of quality and size in tea towels made from cotton flour bags has been presented to the National Bureau of Standards, the Textile Bag Manufacturers Assn. has reported.

Under the cotton bag salvaging program, large converting companies are buying emptied flour bags and are processing them into kitchen tow-



**ALLIED CONTRIBUTION**—The presentation of the Allied Trades of the Baking Industry 30th anniversary memorial fund was made to the American Institute of Baking recently when John P. Garrow (left, above), Chapman & Smith Co., Chicago, president of the allied group, delivered a check in the amount of \$3,100 to (left to right) Gerard Williams, Williams Baking Co., Scranton, Pa., chairman of the AIB building committee, and Louis E. Caster, Kelg-Stevens Baking Co., Rockford, Ill., president of the AIB. The fund was contributed in the memory of the founders of the national allied organization and is to be used to furnish the directors' room and president's office in the new AIB building. A letter accompanying the check read in part as follows: "While the Allied Trades of the Baking Industry has always contributed generously and substantially in time and money for the work and progress of the American Institute of Baking, and has always and will continue to support the institute, and every good and forward move in the interest of our great industry, our check attached means a lot more, representing as it does the individual and voluntary contribution of many, many allied men from almost every state in the Union. Beyond its dollar value, the amount contributed, or the purpose for which intended, it truly expresses the real and deep feeling and appreciation of allied men everywhere for the worth and value of the many services of the American Institute of Baking, not alone for bakers, but for we who serve bakers. Moreover, there goes with this gift a great feeling of appreciation of every one of us for the fine work of the founders of the Allied Trades of the Baking Industry, and our predecessors. It is for our founders and in memory of them that we make this gift."

els for resale to groceries and department stores.

The growing popularity of this product with homemakers is attributed to its conveniently large size, absorbency and durability, the association said. "The proposed TBMA standards are intended to guarantee these qualities."

The application submitted to the Bureau of Standards for flour bag tea towels include the following requirements:

1. Cotton flour bag towels shall be produced from emptied bags made of cotton sheeting which shall have carried only once, either 100 lb. or more of flour, feed, sugar or similar commodity.
2. Except for needle points, the material shall carry no holes or imperfections which may affect the appearance or serviceability of the towels.
3. All flour bag towels shall have been washed, bleached and ironed prior to their sale as towels.
4. All flour bag towels shall be no smaller than 30 in. by 17 in.

## USE OF BREAD UP IN OMAHA, SURVEY REVEALS

OMAHA—The use of white bread in homes in this area is on the increase. This was apparent from the results of the sixth annual consumer analysis made public recently by the Omaha World-Herald. The recent survey showed that 94.5% of all Omaha families bought white bread. That means a total of 90,336 families. Last year 86,153 families bought

white bread. In 1948 there were 78,070 white-bread-buying families.

The survey further disclosed that Omar bread was the most popular. More than 35% of the families purchased this brand. In second most popular position was Peter Pan bread made by the P. F. Petersen Baking Co. That brand was bought by 31.2% of the families.

Nearly 68% of the families also purchased rye bread, the analysis revealed. This is a gain of about 4% in the past year.

## Chicago Daily News Article Publicizes "Our Daily Bread"

CHICAGO—An extensive article in a recent issue of the Chicago Daily News devoted six full columns to the production of bread, from the wheat field to the grocer and baker.

Titled "Our Daily Bread," the article points out that "bread is the one food most essential to man's well-being, and perhaps the oldest food."

The Bakers of America Program has pointed out that more than 500,000 copies of this paper were purchased, making it possible for more than 2 million persons to read the article and thus become more appreciative of their baker and of bread, the food they have so long taken for granted.

The program headquarters suggested that individual bakers be awake to the possibilities of such an article extolling bread in their own community.

## Bakers, Allies Attend Summer Meeting of Ohio Bakers Assn.

COLUMBUS, OHIO—The annual summer meeting of the Ohio Bakers Assn. was held at the Brookside Country Club and the Deshler-Wallick Hotel July 9-10. Nearly 175 bakers, allied tradesmen and ladies registered for the mid-year outing and golf tournament.

Following registration, the meeting proper got under way the evening of July 9 with a presidents' reception in the hotel at which refreshments and dancing were featured. William Mountain, Mountain's Bakery, Toledo, was chairman of the reception entertainment committee.

C. T. Zollinger, Rich Loaf, Inc., Marietta, Ohio, was chairman of a committee which presented a "Morning Glory" breakfast to begin the July 10 activities. Group singing and vaudeville acts were part of the entertainment.

The golf tournament got under way later in the morning, under Edward M. Baldof, Baldof Bakeries, Toledo. Fred Schneeberger, Standard Brands, Inc., Cincinnati, and Charles Fisher, Columbus, were in charge of the ladies' entertainment.

Forrest Sharpe, Jacob Laub Baking Co., Cleveland, and president of the Ohio Bakers Assn., was captain of the winning golf team, with Chester Spang, Irving Ormsby, and Earl Nelson. Other prizes were awarded to both bakers and allied men for high and low scores for the course. Winners were also announced for the ladies' games.

The meeting concluded with a banquet at the Brookside club that evening, when prizes were awarded. John Fischer, Fischer's Bakery, Cincinnati, was in charge of arrangements for the banquet.



### SANDWICHES PLUGGED IN HOTEL BULLETIN

NEW YORK—A four-and-one-half page article on sandwich preparation was featured in the July issue of Hotel Bulletin. The article, entitled "Glorifying the American Sandwich," was prepared by Miss Margaret Canavan of the Fleischmann division of Standard Brands, Inc., New York. The feature presented rules for sandwich making, including suggestions to vary the designs of sandwiches.

### AMF REPORTS SIX-MONTH NET INCOME AT \$467,000

NEW YORK—The American Machine & Foundry Co. has reported its earnings for the first half of 1950, with a net income of \$467,000 shown, compared with a net of \$189,000 for the same period last year.

Net sales for the first six months of 1950 were \$12,179,000, compared with \$9,218,000 for the same period in 1949, which reflects the curtailment of shipments in May and June, 1949, because of a strike against the company.

Earnings were 42¢ a common share in 1950, as against 19¢ for the same period last year. A dividend of 20¢ a common share was declared July 31, payable Sept. 9, 1950, to stockholders of record Aug. 31, 1950.

### ASBE CHAPTER PLANS ANNUAL PICNIC AUG. 19

LOS ANGELES—With a television set as first prize, the local chapter of the American Society of Bakery Engineers expects that its annual picnic, to be held Aug. 19 at Brookside Park in Pasadena will be the biggest event ever staged. Mrs. Minnie Bartlett, General Mills, Inc., chapter secretary, said that a turnout of 1,400 was expected. The annual baseball game between teams of allied tradesmen and the bakers will be played.

**ARK BAKERS, INC., EXPAND**  
KANSAS CITY—The Ark Bakers, Inc., has purchased the Dr. Pepper Bottling Co. plant at Rolla, Mo., and for the present will use the building

for storage purposes. The purchase price was placed at \$75,000. The building was erected in 1945. Miles Hedrick, route manager of the Holsum Bread Co., Springfield, Mo., a subsidiary of the Kansas City firm, said eight Holsum trucks which have been servicing the Rolla area will be headquartered in the building. The company may eventually bring one of its units to Rolla but C. J. Patterson, president of the Kansas City firm, said that plans for such installations had not been completed. He said a large bakery was being planned for Rolla.

### INTERSTATE DIVIDENDS

KANSAS CITY—Directors of Interstate Bakeries Corp. have declared the regular third quarterly dividend of \$1.20 on preferred stock and 20¢ on the common stock, payable Sept. 30 to stockholders of record Sept. 18.

### WHEAT ALLOTMENT SET AT 72,800,000 ACRES FOR '51

WASHINGTON—The U.S. Department of Agriculture has announced a national allotment of 72,800,000 acres of wheat for the 1951 crop, considerably higher than that originally planned by the department before the outbreak of hostilities in Korea.

Original plans called for a sharp cutback in acreage allotments from those allowed this year to a new level somewhere between 60 and 65 million acres. The 1951 figure, as revised upward in the face of the current emergency, will be the same as the final 72,800,000 acres allotted for 1950.

With average yields, the 1951 allotment will result in a wheat crop of 1,150 million bushels.

For the marketing year beginning July 1, 1950, the total supply is currently indicated at 1,407 million bushels, including a carry-in of about 450 million bushels and a 1950 crop of 957 million bushels.

The normal domestic consumption and export total, as a basis in calculating 1951 allotments, has been set at 1,172 million bushels.

### 75 ATTEND GOLF OUTING OF PITTSBURGH GROUP

PITTSBURGH—E. J. Bermel, president of the Bakers Courtesy Club of Pittsburgh and Pittsburgh representative of Eagle Roller Mill Co., presided at the club's evening dinner July 24 at Churchill Valley Country Club. The club held this all-day golf party and outing with James F. Sherry, Russell-Miller Milling Co., Pittsburgh, representative, as chairman of the outing and recreational program. Seventy-five allied men and bakers attended.

### LOWER NET REPORTED BY WAGNER BAKING CORP.

NEWARK, N.J.—The Wagner Baking Corp. has reported net profit for the 24 weeks ended June 17 of \$141,738, equal to 52¢ a common share, compared with \$223,697, or 92¢ a common share, for the 24 weeks ended June 11, 1949. Net profit for the similar period in 1948 was \$308,929, or \$1.32 a common share.

### DAVIDSON TO BUILD

EUGENE, ORE.—The Davidson Baking Co., Portland, will build a \$250,000 branch plant here which will be a distribution point for southwestern Oregon.



DAILY CAPACITY—2,000 CWT.  
ELEVATOR CAPACITY—1,000,000 BUSHEL

Manufacturers of FINEST QUALITY FLOUR

TRI-STATE MILLING CO. RAPID CITY, S. D.

For Over Fifty Years...

KING'S GOLD

KING'S BEST

GOLD MINE

EXCELSIOR

...Made in Minnesota

H. H. King Flour Mills Company

MINNEAPOLIS, MINNESOTA



"CREMO"

Just the Cream of Hard Wheat

ALSO SEMOLINAS

CROOKSTON MILLING COMPANY  
CROOKSTON, MINN.

Exceptional Bakery Flours  
TWELVE-40 NO-RISK PLA-SAFE

THE ABILENE FLOUR MILLS CO.  
ABILENE, KANSAS

Capacity 3,000 Cwts. Daily

Grain Storage 1,000,000 Bus.



**BROWN 'N SERVE PAN**—The Ekco Products Co., Chicago, reports that it has placed on the market the first baking pans designed especially for use with "Brown 'n Serve" rolls. The pans, sold in two sizes, have narrow rims which permit circulation of oven heat so that the rolls may be browned evenly and prevent butter or flavoring from running off. The pans are made of Ekco ovenex tinplate.

## 7 Baking Firms Win Awards for Annual Reports

NEW YORK—From the almost 5,000 corporation annual reports for 1949 submitted in the 10th annual survey conducted by Weston Smith of Financial World, seven baking companies have qualified for "Highest Merit Award" citations: Canada Bread, Ltd., Continental Baking Co., Langendorf United, National Biscuit Co., Sunshine Biscuit Co., General Baking Co., and Weston (George), Ltd.

The stockholder reports of these companies have thus become candidates for the final judging, and one will be selected for a "Best of Industry" award and presented with a bronze "Oscar of Industry" at the Financial World Annual Report awards banquet, Oct. 30, 1950, at the Hotel Statler in New York. A year ago the 1948 annual report of the National Biscuit Co. won the trophy for the best report in this industrial classification.

The independent board of judges in this year's competition is under the chairmanship of Dr. Lewis H. Haney, professor of economics at New York University.

—BREAD IS THE STAFF OF LIFE—

### NEW EMULSIFIER

CHICAGO — Standard Research Products, Inc., was founded recently with offices at 139 N. Clark St., Chicago 2, Ill. Ralph A. Goldenberg, a food and baking chemist, is president. This company has just placed on the

## WANT ADS

Advertisements in this department are 10¢ per word; minimum charge, \$2. Add 20¢ per insertion for forwarding of replies if keyed to office of publication. (Count six words for signature.) Situation Wanted advertisements will be accepted for 5¢ per word, \$1 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads \$6 per inch per insertion. All Want Ads cash with order.

### BUSINESS OPPORTUNITIES

**FOR SALE—100-SACK FLOUR MILL, 20,000-bu.** Elevator and outside tank storage, 40,000 bu. Machinery in good condition, includes corn mill and feed cutter mill. Offered at \$3,500. Mingus Flour Mills, Mingus, Texas.

**ANNOUNCING HOME STUDY COURSE IN commercial baking.** Practical basic training. Good field for those with aptitude. Nearly depression proof. Send for Free booklet. "Opportunities in the Baking Industry." National Baking School, 1315 Michigan Ave., Dept. 320B, Chicago 5, Ill.

### HANOVER MILLING COMPANY FOR SALE

Location: Hanover, Minn. Complete with feed mill, warehouses, garages, 15,000-bu. storage, dam, water rights, 1949 Ford pick-up, up to \$5,000 inventory included in price, and well built 5 bedroom dwelling. Good going business. Contact L. F. Fender, Hanover, Minn.

### BROKERS WANTED

We have a new food emulsifier, Lexo, being used by many baking companies and are seeking brokers to represent us in exclusive territories. Lexo retards staling, improves flavor, resulting in more desirable and salable baked products. Write us for complete information. Standard Research Products, Inc., 139 N. Clark St., Chicago 2, Ill.

market a new emulsifier, known as "Lexo." This product has been tested in scientific laboratories and has been used by a number of selected baking companies on a trial basis for the past seven months. According to the company, the product is designed to "retard staling and improve flavor" of bakery goods. Mr. Goldenberg states that the distribution of the product will be through brokers.

—BREAD IS THE STAFF OF LIFE—

### TWIN CITIES BAKERS HOLD ANNUAL PICNICS

MINNEAPOLIS—Members of the Associated Bakers of Minneapolis and the Associated Bakers of St. Paul held their annual picnics recently with both organizations registering a good attendance.

The St. Paul group met at Thompson Park July 12, with over 175 attending, while the Minneapolis association met at Lake George, registering a total attendance of over 200.

—BREAD IS THE STAFF OF LIFE—

### AMERICAN PRODUCTS CO. ENLARGES DALLAS PLANT

DALLAS—The American Products Co.'s plant here where raw materials for bakeries are manufactured and distributed, soon will have a new 11,000 sq. ft. addition.

Construction on the addition was started recently and will be completed by Sept. 4. The new unit will blend with a 26,000 sq. ft. unit constructed in 1946 and a warehouse erected in 1947.

The new addition will enable expansion of present facilities and installation of a foreign trades division by the company, Julius Tills, managing partner, said.

The new division will import spices, nuts, essences, coconuts, gums and other materials used by bakers and other food processors.

—BREAD IS THE STAFF OF LIFE—

### Cherry Pie Promotion Set to Begin Aug. 15

CHICAGO—"Cherry Pie Time," a nationwide promotion hailed as the first major food campaign of the fall season, will begin Aug. 15, according to the National Red Cherry Institute, Chicago.

—BREAD IS THE STAFF OF LIFE—

### HOVIS BREAD REPORTED "WELL RECEIVED" IN U.S.

LONDON—A reference to the progress made in marketing Hovis bread in the U.S. was made by J. F. Morton, chairman of the British parent company, at the annual meeting of stockholders in London.

Mr. Morton, reporting the recent formation of the subsidiary Hovis (America), Inc., said that the specialized product had been "well received" in New York and that the reception, particularly from the press, was encouraging for the future. Nevertheless, he warned that it was "No simple matter to invite the people of another nation to recognize the qualities of a bread entirely different from that to which they were accustomed."

—BREAD IS THE STAFF OF LIFE—

### SPONGE DOUGH PROCEDURES

CHICAGO—At the 26th annual meeting of the American Society of Bakery Engineers, one of the papers presented was on the subject of "Effect of Basic Ingredients and Procedures on Sponge Dough Bread," by Dr. Paul P. Merritt, Red Star Yeast



**ALL CAKE AD**—The first "all cake ad" to be placed in national consumer magazines by the Bakers of America Program appeared in the July issues of four publications and the Aug. 1 issue of a fifth. The ad (above) featured angel food cake. The magazines—Better Homes and Gardens, Ladies' Home Journal, McCall's, Woman's Home Companion and Look—have a total circulation of 15,716,071 and an estimated readership of 55,140,000. "Wait a minute, lady, let a baker do your baking and go enjoy yourself," was the eye-catching theme of the advertisement. "Taste it! See how good it is! See how grand it is when you let your baker do your baking while you enjoy yourself," the homemaker was told.

& Products Co., Milwaukee, Wis. The paper has now been released to the membership in the form of a 6-page mimeographed bulletin. It covers the results of variation in conditions and ingredients in sponge doughs made from a basic formula of average composition. A copy of the mimeographed 6-page bulletin will be sent on request to the secretary, Victor E. Marx, Room 1354, LaSalle Wacker Bldg., 121 W. Wacker Dr., Chicago 1, Ill., if a 6¢ stamped, addressed, long envelope is enclosed.

—BREAD IS THE STAFF OF LIFE—

### CONTINENTAL BAKING CO. BUILDING IN CINCINNATI

CINCINNATI — The Continental Baking Co. has started construction of a \$200,000 two-story addition to its local plant at 640 Richmond St. The addition, of cement block construction, is scheduled for completion this autumn. It will provide for a garage on the first floor and air-conditioned offices on the second floor.

E. S. Williams, who has been manager here during the last two and one half years, was transferred early in July to the Toledo branch, and Gordon H. Dorsey, who has been manager at Toledo for three years, replaced Mr. Williams here. Both men have been with Continental for 25 years.

—BREAD IS THE STAFF OF LIFE—

### PENNSYLVANIA GROUP HEARS ARBA PRESIDENT

PITTSBURGH — Louis J. Dudd, Dudd's Bakery, Pittsburgh, gave a report of the recent California convention of the Associated Retail Bakers of America at the July 12 meeting of the Retail Master Bakers Association of Western Pennsylvania. Mr. Dudd was elected president of the ARBA at the Long Beach convention. "We are facing very serious times

and for the good of the community in which you serve and the country, organizations of the baking industry are very vital to all of us," he pointed out. "They are working constantly for the good of our country and the baking industry and our patrons."

Paul Baker, Jenny Lee Bakery, McKees Rocks, reported that the same space as last year is secured for the Allegheny County Fair in September at South Park. A complete line of baked goods will be shown and master craftsmen will decorate cakes for every occasion.

—BREAD IS THE STAFF OF LIFE—

### N.Y. PRODUCTION CLUB PLANS SUMMER OUTING

NEW YORK—The annual summer outing of the Metropolitan Bakery Production Club, Inc., will be held at the Engineers Golf Club, Roslyn, Long Island, Aug. 16.

This outstanding midsummer event of the metropolitan New York area will feature the usual golf contest, luncheon, dinner, sports events and the annual softball game between bakers and allied tradesmen. All production men, their guests and friends have been invited and urged by the entertainment committee to enter their reservations as early as possible.

—BREAD IS THE STAFF OF LIFE—

### NEW OFFICE FACILITIES

RICHMOND, VA.—A recently completed building adjacent to the baking plant of the Southern Biscuit Co. at Terminal Place here contains the general offices and sales division of the firm. The company offices were moved out of the baking plant to provide more production space. The offices had been located temporarily at 1018 E. Main St., with Railey P. Shifflett in charge.

## DEATHS

President of the Keller Baking Co. of Troy, N.Y., for the past 20 years, **Julius A. Keller** died recently after several weeks' illness. He was a prominent business and church work leader in Troy for many years and gave to many charitable organizations. The Keller Baking Co. was established by his father, Julius Keller, in 1869, and the son became president upon the death of his mother. Serving as vice president of the firm is **Gustav A. Keller**, brother of Julius. Surviving in addition to his brother are his widow and two daughters.

**Thomas N. Davis**, 65, president of the Felber Biscuit Co., Columbus, Ohio, died July 24 after a year's illness. He had been with the Felber firm for 43 years, starting as a city salesman, and was a director of the United Biscuit Corp. of America. His widow, two sons and a daughter survive.

**Herman Koch**, former president of Charles Koch & Co., Pittsburgh flour brokerage and bakery supply firm, died recently. He served as president of the firm from 1913 to 1949 and was a member of the Pennsylvania Bakers Assn. Mr. Koch is survived by his widow and a daughter.

**Mrs. Martha Washington Rhodes**, 88, mother of M. G. Rhodes, western regional manager of the Fleischmann division, Standard Brands, Inc., Kansas City, died July 19 in Columbia, Pa.



# Peak of Perfection



**Santa Fe Trail**

*Finest Bakery  
Short Patent*

**SILK FLOSS**

*High Quality  
Bakery Patent*

**Silk Floss  
Cake Flour**

*For cakes, pastries and cookies  
milled from selected soft wheats*

WHEN fermentation reaches its proper peak, you want your doughs perfectly developed as they go to the divider. (Doughs that develop properly, handle well in the shop and bake perfectly—those are the results you get from SILK FLOSS and SANTA FE TRAIL flours. The extra quality you get in these superior flours comes from a scientific control of the milling process all the way from wheat selection to final baking test. You can easily see the results of this quality program in the smooth-textured, mellow and tasty loaf you get with these superb flours. A trial will convince you.

## KANSAS MILLING CO.

**WICHITA, KANSAS**

SUPPLEMENTARY PLANTS

MARION, OHIO

• • •

CHERRYVALE, KANSAS

MILL CAPACITY — 10,000 CWTs.

GRAIN STORAGE — 4,500,000 BU.

# ...NOW TRY NATURAL WHOLE WHEAT FLOUR



*Is there a difference...*

## IN WHOLE WHEAT FLOURS?

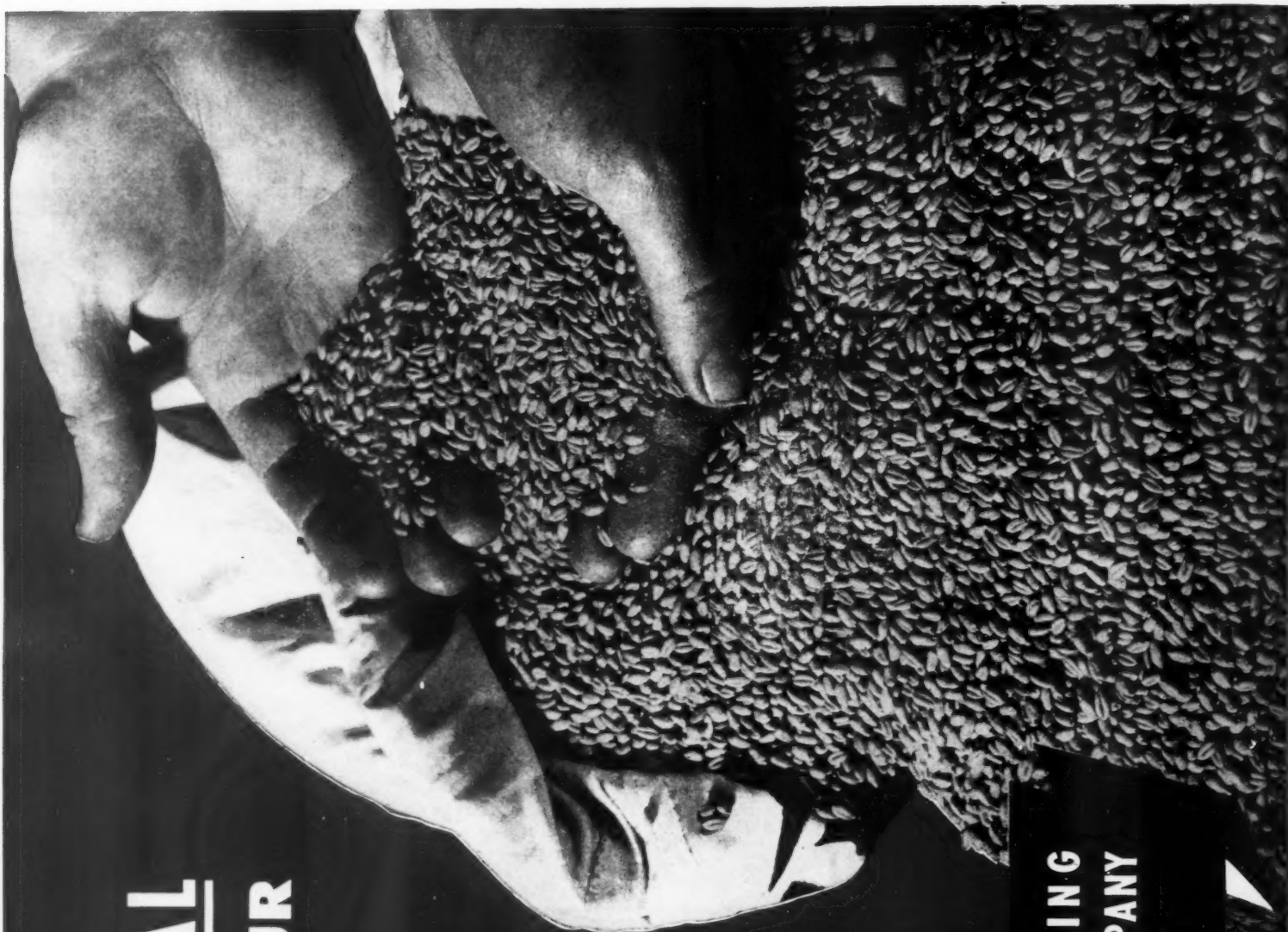
YOUR CUSTOMERS will see and taste the difference in your whole wheat bread when you make it with "Standard's" Natural Whole Wheat Flour... freshly milled from fine bread wheats—wheats full of flavor that put the natural nutty whole wheat taste into your bread.

Yes... "Standard's" Natural Whole Wheat Flour is different. Talk to your "Standard" man—and try it!



GENERAL OFFICES:  
CHICAGO, ILL.

# STANDARD MILLING COMPANY BAKERY FLOURS





# Ringing

# the Baker's

# Doorbell

Foutch's, a new modern retail bakery, opened recently at 2844 N. High St., **Columbus, Ohio**. The firm is operated by W. S. Foutch, Jr., and his son, Gary. Mr. Foutch was in the baking business in Columbus from 1925 to 1945, when he retired to Florida.

The Laux Service Bakery, 823-27 W. College Ave., **Appleton, Wis.**, has constructed a \$13,000 garage building to house its fleet of trucks, according to William Laux, owner of the firm. The new building is 72 by 80 ft.

The Ken Bailey Bakery has been established at 2989 Bailey Ave., **Buffalo**.

Alphonse P. Fischer, prominent **Albany, N.Y.**, baker who owns the Capitol Hill Bakery, has bought McKown's Grill in McKownville, N.Y., and will operate it as a summer outing spot. Mr. Fischer plans a number of improvements at the picnic grove.

Anthony W. Frisk, proprietor of the Pastry Shop, **Elmira, N.Y.**, has opened his bakery in a new location at 358 N. Main St. It formerly was located at 114 W. Fifth St. A complete view of shop operations is provided customers in the new bakery.

Nearly 400 employees and friends of Curly Top Bakeries, Inc., **Binghamton, N.Y.**, attended a company sponsored party recently at which the firm's new cake baking department was previewed. The old cake baking department was destroyed by fire last December. Attending the party along with about 100 employees were numerous other persons who assisted the bakery to get back into production following the fire.

John Taylor, owner of Taylor's Bakery at **Salem, Ill.**, has leased the business to Herman Kagy and Taylor's son, Ray Taylor. Mr. Taylor, who has owned and operated the bakery since 1934, is retiring from the business because of poor health.

The Goodie Shop is a new bakery recently opened in **Evergreen, Colo.**, by C. Oka Corbin.

The Arkansas Baking Co. at **Forest City, Ark.**, has started operations by its owner, Don Montgomery. Jack

Willis is the superintendent. No retail sales of bread or cake will be made at the plant; all goods will be sold through groceries, restaurants and other distributors.

Short order lunches are now offered in addition to the usual line of bread, pies and cake at Chandanais Bakery Bar in its new location at 117 E. Por-

tage Ave., **Sault Ste. Marie, Mich.** Mr. and Mrs. Paul Chandanais are owners.

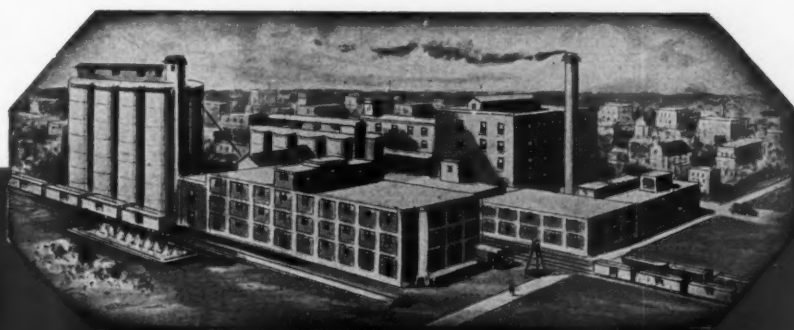
The Purity Bakery, 319 South St., **Waukesha, Wis.**, suffered damages estimated at \$15,000 by fire of undetermined origin. The loss included damage to a 12x12 ft. oven; 70 bags of flour, about \$400 worth of prepared

bakery goods, and a range of other supplies including pie plates, coconut, doughnut flour. Most of the equipment, including the oven, was not seriously damaged except by water. R. H. Schuett is owner of the bakery.

The Lippien Bakery, 1020 Clinton, **Saginaw, Mich.**, opened here under ownership of Fred Lippien, Sr., and

# Rex • Charm FOR QUALITY LOAVES

It's a comfortable feeling for any baker to know that his flour has the extra quality of mixing tolerance and fermentation strength to stand up to any shop emergencies. REX and CHARM have these superior qualities built in . . . by careful wheat selection and expert milling. For these outstanding flours are milled in a location where we can take advantage of better wheats from whichever section Nature may choose to favor each year.



# J. F. IMBS MILLING CO.

420 Merchants Exchange

St. Louis, Mo.

Capacity 3,500 Sacks

Wheat Storage 500,000 Bsh.

**The Choice of the  
Finest Hard Wheats**

The only mill in this great terminal  
market, Universal consistently offers:  
**BETTER SPRING WHEAT  
AND DURUM FLOURS**

**DULUTH UNIVERSAL  
MILLING CO.**  
Duluth, Minnesota

## Centennial FLOURING MILLS CO.

GENERAL OFFICES: 340 CENTRAL BLDG., SEATTLE 4, WASH.

DOMESTIC AND EXPORT MILLERS • DEALERS IN ALL TYPES OF PACIFIC NORTHWEST WHEAT

GOLD DROP PIE and COOKIE FLOUR  
PYRAMID CONE FLOUR  
CENTENNIAL CAKE FLOUR  
BLUESTEM and HARD WHEAT BAKERS FLOURS

6,500,000  
Bushels  
Country and  
Terminal  
Storage



NEW SPOKANE MILL... ONE OF  
THE WORLD'S MOST MODERN

MILLS AT SPOKANE • WENATCHEE • RITZVILLE • PORTLAND

## PRESTON-SHAFFER MILLING CO.

MERCHANT MILLERS

ESTABLISHED 1865

SOFT WHITE WINTER WHEAT FLOUR A SPECIALTY

*Also Choice Blue-Stem and Hard  
Spring Patents*

WE INVITE EXPORT CORRESPONDENCE

General Offices: WALLA WALLA, WASHINGTON

Mills at Waiilatburg, Washington, Freewater, Oregon, and Athens, Oregon

Atlantic Coast Office, RAYMOND F. KILTHAU, Produce Exchange, New York

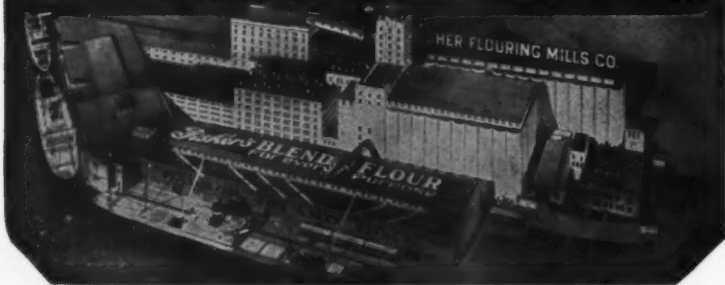
# Fisher's

THE largest and most modern flour mill  
and elevators on the Pacific Coast with  
storage capacity at our mills of 2,500,000 bush-  
els, together with more than one hundred elevators  
and warehouses in the choicest milling wheat sections of Montana,  
Idaho and Washington, insure the uniformity of all Fisher's Flours.

FISHER FLOURING MILLS CO., SEATTLE, U.S.A.

Domestic and Export Millers

OLIFF H. MORRIS & CO. EASTERN REPRESENTATIVE, 25 Beaver Street, New York City



## WESTERN MILLING CO.

MONTANA SPRING WHEAT PATENT FLOUR

BLUESTEM-PATENT FLOUR

FINEST SOFT WINTER WHEAT PATENT FLOUR

General Offices: Walla Walla, Washington

Harold J. Lippien, father and son.  
They formerly owned the Hamilton  
Home Bakery at 118 N. Hamilton.

The Bowman Biscuit Co., Denver,  
has purchased property in Grand  
Junction, Colo., as a site for a \$100,-  
000 warehouse.

John H. and Violet Draker are now  
operating Seth's Pastry Shop, 2636  
W. 32nd St., Denver.

The Dixie Cream Donut Shop, 112  
E. 4th St., Loveland, Colo., is now  
owned and operated by Mr. and Mrs.  
T. R. Gardner.

Duane L. Bowers has purchased  
Shirley's Bakery, 7590 Grand Pl.,  
Arvada, Colo.

Mrs. Donna Lara has purchased  
Ruby's Donut Shop in Rye, Colo.

Sam Rougas has taken out a per-  
mit for operation of a bakery at 1239  
Pine St. in Pueblo, Colo.

Mary Mays has opened a retail  
bakery in Eads, Colo.

The Weninger Home Bakery, oper-  
ated in recent years by Elizabeth  
Weninger at 2587 S. Delaware Ave.,  
Milwaukee, has been sold to Eugene  
Pratt, formerly with the Milvalley  
Bakery, Milwaukee.

Brownie's Home Bakery, formerly  
the Home Bakery, at Hoopston, Ill.,  
has been reopened under the manage-  
ment of J. M. Brown, who purchased  
it from W. R. Moore. Mr. Brown has  
reconditioned the shop equipment and  
added several pieces of new equip-  
ment.

The Wolf Baking Co. in Laredo,  
Texas, has been incorporated by  
Bruno Wolf, Sr., Maria Wolf and  
Eleanor Wolf with \$90,000 capital  
stock.

The Home Bakery, 106 Front St.,  
Beaver Dam, Wis., has been pur-  
chased by Arthur E. Carlson from  
Lester Norenberg who was in the  
baking business before moving to  
Beaver Dam two years ago.

A new bakery opened at Newton,  
Ill., by Mr. and Mrs. J. L. Davis has  
been named the Sunnyside Bakery as  
a result of a name contest. Seventeen  
persons submitted the same name out  
of 800 entries and each of the 17 was  
awarded a beautiful cake.

The Uptown Bakery at 3305 Syc-  
amore St. in Cairo, Ill., owned by Earl  
McCowan and Lloyd Hock, has opened  
for business. Mr. McCowan is a baker  
of wide experience.

## GRIST OF GRINS



Two men were standing on a street  
corner when a third man came up and  
said "Whhatt t-t time is it?" The  
man who was asked gave no reply.  
Again the man asked: "Wwwatt  
t-t-t-time is it p-p-please?" The  
other man turned and said "eight  
thirty!" After character number three  
had gone, character number two  
asked: "Why didn't you tell him the  
time, you have a watch?" To this  
the other replied, Do yyyyou t-t-think  
I want to ggget my b-b-b-lock  
knocked off?"

"My wife used to play the piano a  
lot, but since the children came she  
doesn't have time."

"Children are a comfort, aren't  
they?"

Service Manager: "Been to the zoo  
yet?"

New Delivery Boy: "No, sir."

Manager: "Well, you should. You'll  
enjoy it and get a big kick out of  
watching the turtles zip by."

The dear old lady stood on the cliff  
watching the flashing beacon on the  
lighthouse.

"How very patient those sailors  
are!" she exclaimed. "The wind has  
blown out that light a dozen times  
at least and they still keep on light-  
ing it again."

She: "I'm a dairy maid in a candy  
factory."

He: "What do you do?"

She: "Milk chocolates."

Disagreeable hotel clerk (snarls  
over the phone): "What's eating you  
now?"

Guest: "That's just what I want  
to know."



## DIXIE-PORTLAND FLOUR CO.

ARKANSAS CITY FLOUR  
MILLS CO.  
Arkansas City, Kansas

THE HIGGINSVILLE  
FLOUR MILL  
Higginsville, Missouri

DIXIE-PORTLAND  
FLOUR MILLS  
Richmond, Virginia

Capacity 14,000 Sacks Daily

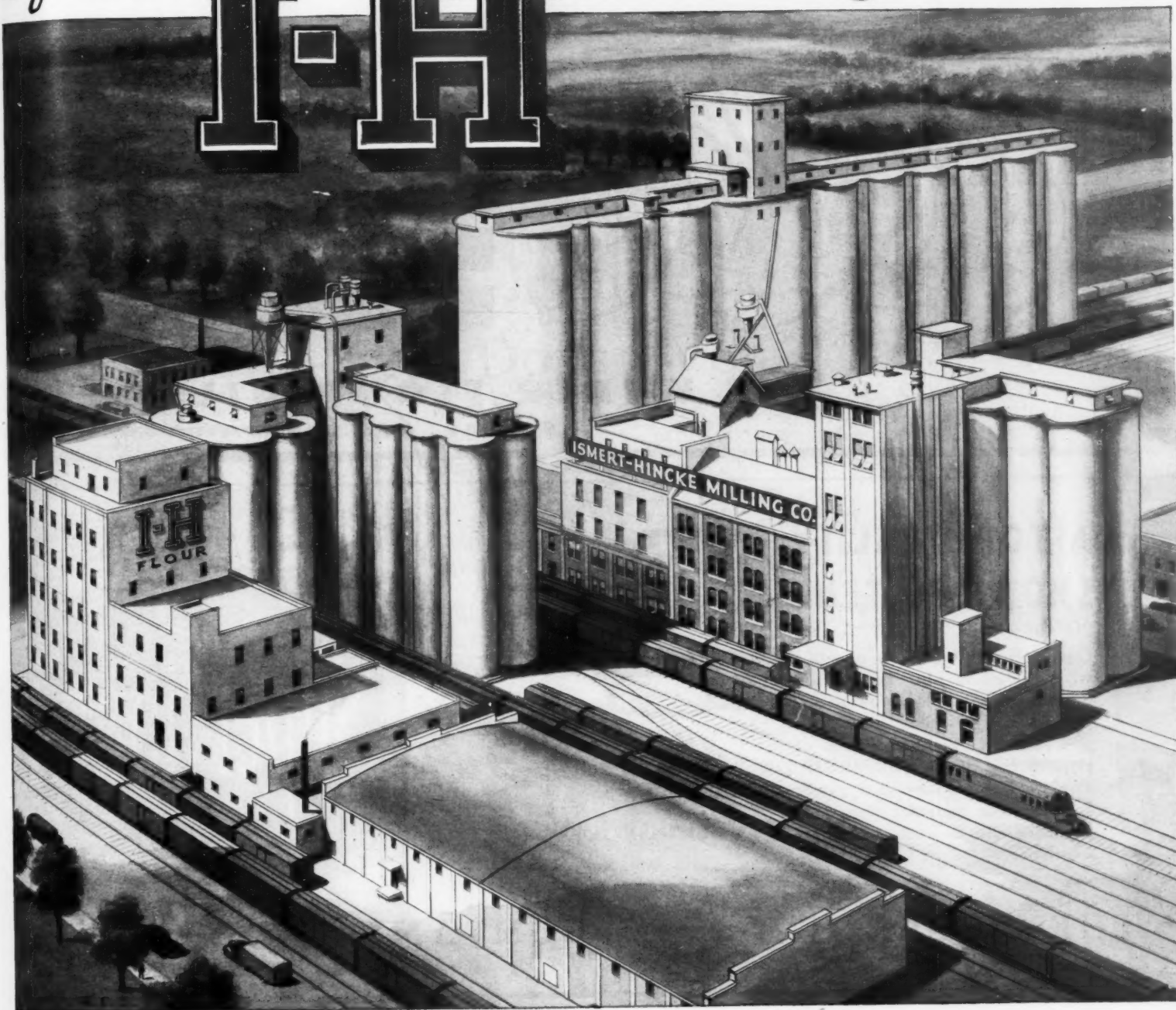
SOUTHERN OFFICES: Memphis, Tennessee

One Ideal source of supply for all your flour needs

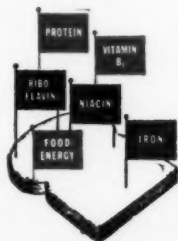
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MILLS AT TOPEKA, KANSAS—7,500 Cwts. Daily Capacity • Mill and Terminal Grain Storage 1,500,000 Bus.



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KANSAS CITY, MO.

# 3 BAKER FLOURS



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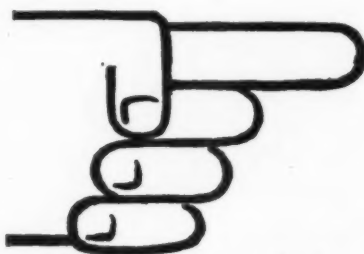
*more production  
fewer worries!*

**TEA TABLE  
OVENSPRING  
BIG VALUE**

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Quality firmly based on scientific wheat selection and experienced milling, controlled from first to last with expert knowledge and skill . . . that is a brief description of the merits of SUPERFLOUR. You'll find this bakery short patent a dependable flour for shop performance and desirable loaf characteristics.



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## FACTS

Give the Baker Facts About YOUR Business  
Where He Gets Facts About HIS Business

### Baking Industry Doubles Its Dollar Volume!

- ★ Value of bread and other bakery products increased from \$1,065,000,000 to \$2,417,000,000 during the last ten years.
- ★ Biscuit and cracker products value rose from \$201,000,000 to \$540,000,000.
- ★ Total value of products in this basic industry is \$3,000,000,000.

Bakers spent over one and one-half billion dollars for materials, supplies, containers, fuel and contract work during 1947. More than 90 companies had major expenditures for new plants and equipment. There is tremendous purchasing power in this three billion dollar industry.



The American Baker's circulation includes the top 20% of the baking industry which purchases 80% of the equipment, ingredients and supplies. Advertisers capitalize upon a reader interest built by The American Baker's thorough coverage of the baking industry affairs.

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THE AMERICAN BAKER

MILLING PRODUCTION

FEEDSTUFFS

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## LEE S. BICKMORE NAMED NABISCO SALES CHIEF

NEW YORK—Lee S. Bickmore has been elected vice president in charge of sales for National Biscuit Co., it was recently announced by George H. Coppers, president. Mr. Bickmore was formerly administrative assistant to Warren S. Warner, whom he succeeds. Mr. Warner has retired.

Mr. Bickmore joined National in 1933 at Pocatello, Idaho. He has served the company as salesman, special salesman, branch manager and district sales manager.

John A. MacDonald has been appointed executive assistant to Mr. Bickmore, and H. H. Porter has been named director of chain store sales and assistant to Mr. Bickmore.

—BREAD IS THE STAFF OF LIFE—

## FRED W. PAGET NAMED BY CARR CONSOLIDATED

NEW YORK—Fred W. Paget, former executive with Standard Brands, Inc., has been appointed vice president and director of marketing for Carr Consolidated Biscuit Co.

—BREAD IS THE STAFF OF LIFE—

## ASRE PAPER DISCUSSES BREADMAKING AIDS

NEW YORK—Information relating to temperature, humidity, air movement, and apparatus to obtain desired results in breadmaking within the refrigeration range is presented in the latest Application Data Section issued by the American Society of Refrigerating Engineers.

Methods of applying refrigeration to the storage of ingredients, accessories, and wrapping machines are also considered along with dough mixer cooling, ingredient water cooling, and air conditioning for fermentation rooms and bread coolers. Besides being illustrated, the six-page pamphlet contains tables giving typical equipment specifications used in the industry and the range of temperature and humidity for a fermenting room.

"Refrigeration in Breadmaking," otherwise known as AD-49, was written by W. J. Hoffmann, president of the Arctic Engineering Co., Inc., New York City. Copies may be obtained from ASRE headquarters, 40 W 40th St., New York 18, N.Y., at 40¢ each.

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# Comfortable as an Old Shoe

"Comfortable" is an unusual word to use in describing a service, yet it seems appropriate in reference to N-A's Flour Service Division. Perhaps that's because N-A's more than a quarter century of experience has "broken it in" so that it "fits" well and adjusts itself easily to new problems and new conditions. Perhaps it's because N-A servicemen *know* flour treatment and with time-tested ingredients they can "custom last" a program to your needs without fuss or bother. In any event, leading millers everywhere will tell you that N-A Service plus Dyox for maturing, Novadelox for color, and N-Richment-A for uniform enriching means "comfortable" flour processing.

Why not call your N-A Representative today? There's no obligation, of course, and he'll be glad to tell you more about flour treatment service that's efficient yet easy to live with.

WALLACE & TIERNAN COMPANY, INC., AGENTS FOR

## NOVADEL-AGENE

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for flour maturing

NOVADELOX

for a whiter, brighter flour

N-Richment-A

for uniform enrichment

## What to Know ABOUT CAKES



**Compact baking guide** for bake shops is the General Mills "Quality Cakes" Booklet. It contains more than 50 different bakery-tested cake formulas plus many icing and topping variations. Formulas range from such a standby as Devils Food to the exciting, new Chiffon cake varieties. Wire-ring bound, the booklet lies flat when opened.

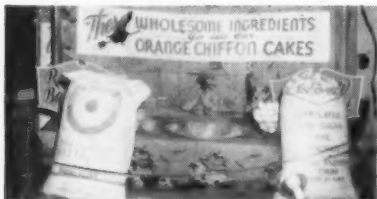


**Maximum baking results** are delivered by the formulas found in "Quality Cakes" for two reasons. First, these formulas were developed specifically to utilize the superior qualities of Softasilk. Secondly, these formulas were tested in General Mills own commercial test bake shop.

The results of years of General Mills research in cake ingredient and process formulation are available in "Quality Cakes." Several chapters deal with an analysis of cake ingredients and flavoring materials, plus informative write-ups on formula balance, mixing processes, and high altitude cake baking.

★ ★ ★

"What's the price?" is a frequent customer question. General Mills "Quality Cakes" Booklet contains several pointers to help bakers figure cake costs and arrive at a sale price that allows a reasonable profit.



**Right combination** for a profitable cake business is "Quality Cake" formulas plus high quality ingredients. Window displays like the above remind customers that you use the same ingredients they would use. Consumers, for example, recognize the name Softasilk and know that it makes the finest possible cakes. Bakers from Maine to California know it, too!

The "Quality Cakes" Booklet is one of many General Mills formula services for bakers. See your General Mills salesman.

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**cakes**

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